

LIBRARY
RECEIVED
JUN 18 1936

THE

AMERICAN PERFUMER

AND ESSENTIAL OIL REVIEW

• JUNE 1936

Established 1906



CANCO

Container by

AMERICAN CAN COMPANY

See also page 9



by—
CHUIT, NAEF & CO.
Geneva . . . Switzerland

DESCRIBED by several of the industry's most capable perfumers and cosmetic chemists as "the best Lily of the Valley odor yet," MUGANTHEME Naef is a new and especially delightful version of a Muguet base.

MUGANTHEME is truly the universal Lily—for it can be used with most pleasing effects and equally good results in perfume extracts, creams, powders and lotions.

THE current popularity of floral type odors marks the introduction of MUGANTHEME by Chuit, Naef now as particularly timely.

\$17.50 per pound

A Trial Sample on Request

FIRMENICH & CO., Inc.

135 FIFTH AVENUE . . . NEW YORK

MYSORE GOVERNMENT SANDALWOOD OIL

Distilled at our Linden, N. J., Plant from Santalum Album (Linné)

The delightful effect imparted by genuine Mysore Oil cannot be satisfactorily duplicated by any natural or synthetic material.

In original, sealed and serially numbered containers only.

VELIZAR BAGAROFF OTTO of ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.

This quality product is especially worthy of your consideration.

Sole Agents for the United States

W. J. BUSH & CO., Inc., New York

Sole Agents for Canada

W. J. BUSH & CO. (Canada) Ltd., Montreal

Our universally esteemed Trade Mark:

"L'Oldeste Essence Distill'rs"

indicates long experience in the scientific distillation of Essential Oils, and is recognized as a guarantee of their supreme quality today.

W. J. BUSH & CO.

INCORPORATED

LONDON • MITCHAM • NEW YORK, N. Y. • MESSINA • GRASSE

June, 1936

1

ESTABLISHED 1845

BATZOUROFF & Co.

SOFIA, BULGARIA

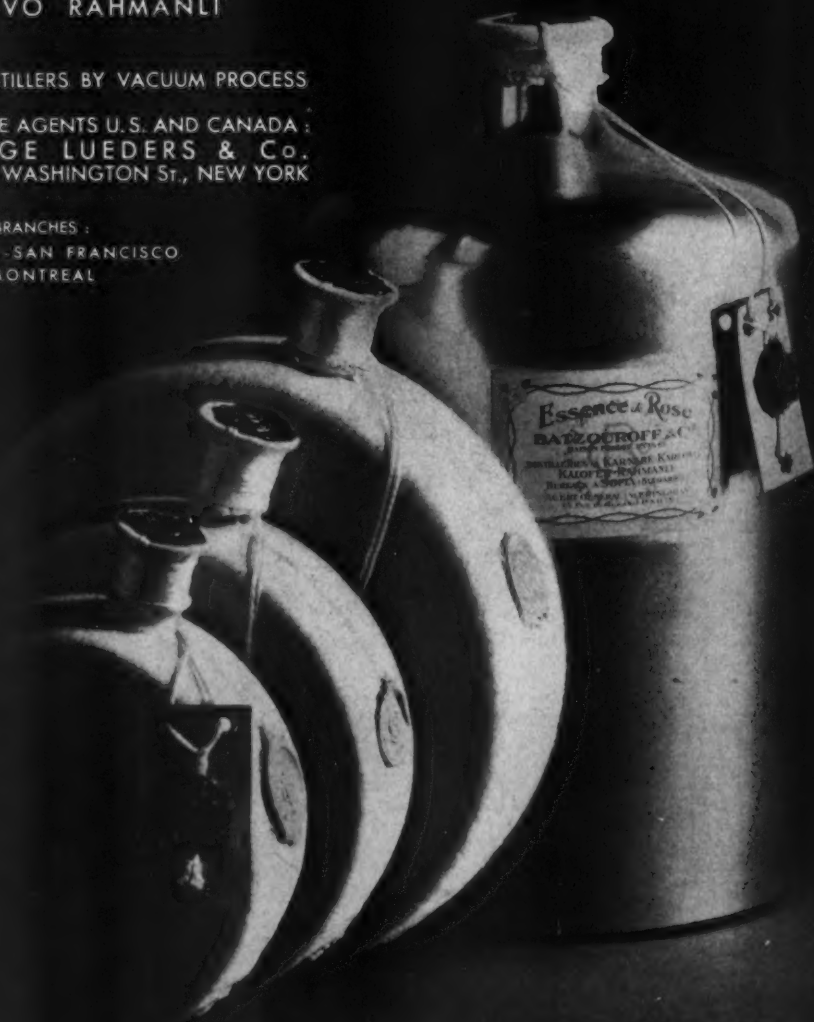
PURE OTTO OF ROSE

MODERN DISTILLERIES AT:
KARNARE KALOFR
KARLOVO RAHMANLI

SOLE DISTILLERS BY VACUUM PROCESS

EXCLUSIVE AGENTS U.S. AND CANADA:
GEORGE LUEDERS & Co.
427-429 WASHINGTON St., NEW YORK

BRANCHES:
CHICAGO - SAN FRANCISCO
MONTREAL



DEAER #1

Colorful Packaging

Steps Up Sales...

MANY of the most successful package designs on dealers' shelves today owe their high attention value and sales effectiveness in no small measure to the skillful use of color. In employing color, the product itself usually provides the color keynote for an attractive package label and Bakelite Molded closure. Contrasting complimentary colors may be used or different shades or tones of the same color.

Three examples of such styling are illustrated. In the Hind's hand-lotion package, the cream white of the product affords a pleasing foil for the warm pink of label and closure. In the Quink bottle, product, label and closure present an harmonious blending of deep blue tones. And in the Dorothy Gray "Orange Flower Lotion" bottle the



deep, rich blue of the label is repeated in the molded closure.

Available in a variety of colors and shades, and unusually adaptable to special design, Bakelite Molded closures are extensively used in modern package styling. They possess the valuable practical advantages of imperviousness, chemical inertness and easy non-binding removal and replacement.

For packaging problems where specially-designed closures are unnecessary, a broad selection of Bakelite Molded closures in standard designs is available. We will be glad to cooperate with manufacturers in determining the most suitable Bakelite Molded closure for any particular application. Write for our helpful booklet 6C, "Restyling the Container to Increase Sales".

BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the essential sign for identity, in unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES

June, 1936

3

Published monthly by Robbins Perfumer Company, Inc., 9 East 38th Street, New York, N. Y. Volume 32, No. 6. Subscription rates, payable in advance: United States \$3.00 a year; Canada and Foreign \$4.00. Single copies 30¢. Acceptance under the act of June 5, 1934—authorized June 27, 1935.



INTRODUCING style No. 357, made in $\frac{1}{2}$, 1, 2, 3, 4, 6 & 8 oz. sizes. All in stock for immediate delivery. The wide range of sizes makes these attractive bottles available for Nail Polishes, Brilliantines, Lotions, Toilet Waters, etc. Supplied with or without caps.

CARR-LOWREY GLASS CO.

Factory and Main Office: BALTIMORE, MD.

NEW YORK OFFICE: 500 FIFTH AVE., Room 1427
Telephone: CHickering 4-0592

CHICAGO OFFICE: 1502 MERCHANDISE MART
Telephone: WHitehall 4326

Muguet 20
by "Synfleur"

A new Lily of the Valley note exquisitely
flowery will not discolor. Pounds \$28.00.

Sample cheerfully mailed on request

Synfleur Scientific Laboratories, Inc., Monticello, N. Y.
Atlanta - Detroit - Philadelphia - Mexico, D. F. - Havana, Cuba



LEADERSHIP

In aromatic chemicals, research and knowledge; in perfume specialties, creative ability and knowledge; in flavors, experience and knowledge.

In every transaction, the will to give the customer that which will help *his* sales.

In every contact, sincerity, helpfulness.

In all things, integrity.

AMERICA'S AROMATIC CHEMICAL INDUSTRY *in* NEW HIGH

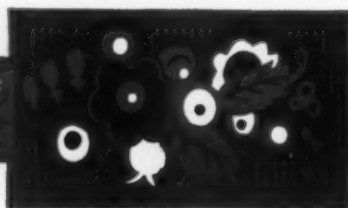
No longer do American manufacturers of aromatic chemicals fear foreign inroads. The better factories have found their own ways to produce qualities at least equal and sometimes superior to imported products. This news comes at a fortunate time, when manufacturers of toilet preparations are considering their season's supplies. Most of them will prefer American-made products which have now reached a *new high* in quality.

Phenyl Ethyl Alcohol, Alpha Amyl Cinnamic Aldehyde, Citral, Ionones, Geraniol, Rhodinol, Citronellol, Phenyl Ethyl Acetate, Methyl Cinnamate, Benzyl Cinnamate, Benzyl Salicylate, Linalool—and many others—are among the items whose new standards of excellence mark a real achievement in American enterprise.

In our factory, we have worked night and day, in production and in research, to bring out these exceptional aromatics that will *make* any composition.

Spend your dollar for chemicals, not customs duties. It will go further. Here at last are really fine aromatic chemicals awaiting your inspection.

Send for samples.



van Ameringen-

Manufacturers and Importers of Aromatic Essentials

AROMATIC CHEMICALS—ESSENTIAL OILS—FLAVORS—PERFUME SPECIALTIES

HEADLINERS

Perfume A. C. will give you an entire line, a real thrill, a popular success, a modern note, a distinctive creation. Does it sound expensive? It isn't. The oil comes in 5 grades — \$100, \$60, \$40, \$24, \$12 per lb.

Opoponax S. S. is that subtle yet tenacious character that underlies some of the leading perfume and powder odors. Use it alone or in compositions. Also ask for the one for cream use; especially if you want to cover lanolin. Both are \$20 per lb.

Rose-de Mai reproduction of the exquisite French Rose Absolute. This remarkable oil at \$36 per lb. can be used to replace a goodly portion of the expensive Absolute in your compositions. A great new resource for perfumers.

Perrol of course. It's the original (and still the best) of the products made to bring out *real* floweriness in flower oils. It does just that when you add about 15% to your lily, rose, carnation, hyacinth, etc. It can be used alone, too, for a *natural-smelling* bouquet of flowers.

Samples on request. These are just a few suggestions. We have many more — for all the year.

Haebler, Inc.

315 FOURTH AVENUE, NEW YORK

Chicago

Toronto

Los Angeles

FACTORY, ELIZABETH, N. J.

June, 1936

7

HEINE & CO.

NEW YORK

52-54 Cliff Street

Telephones BEekman 3-1535-1536



— • —

NATURAL AND ARTIFICIAL FLOWER PRODUCTS

AROMATIC CHEMICALS
AND ESSENTIAL OILS



Package Pioneering in every field

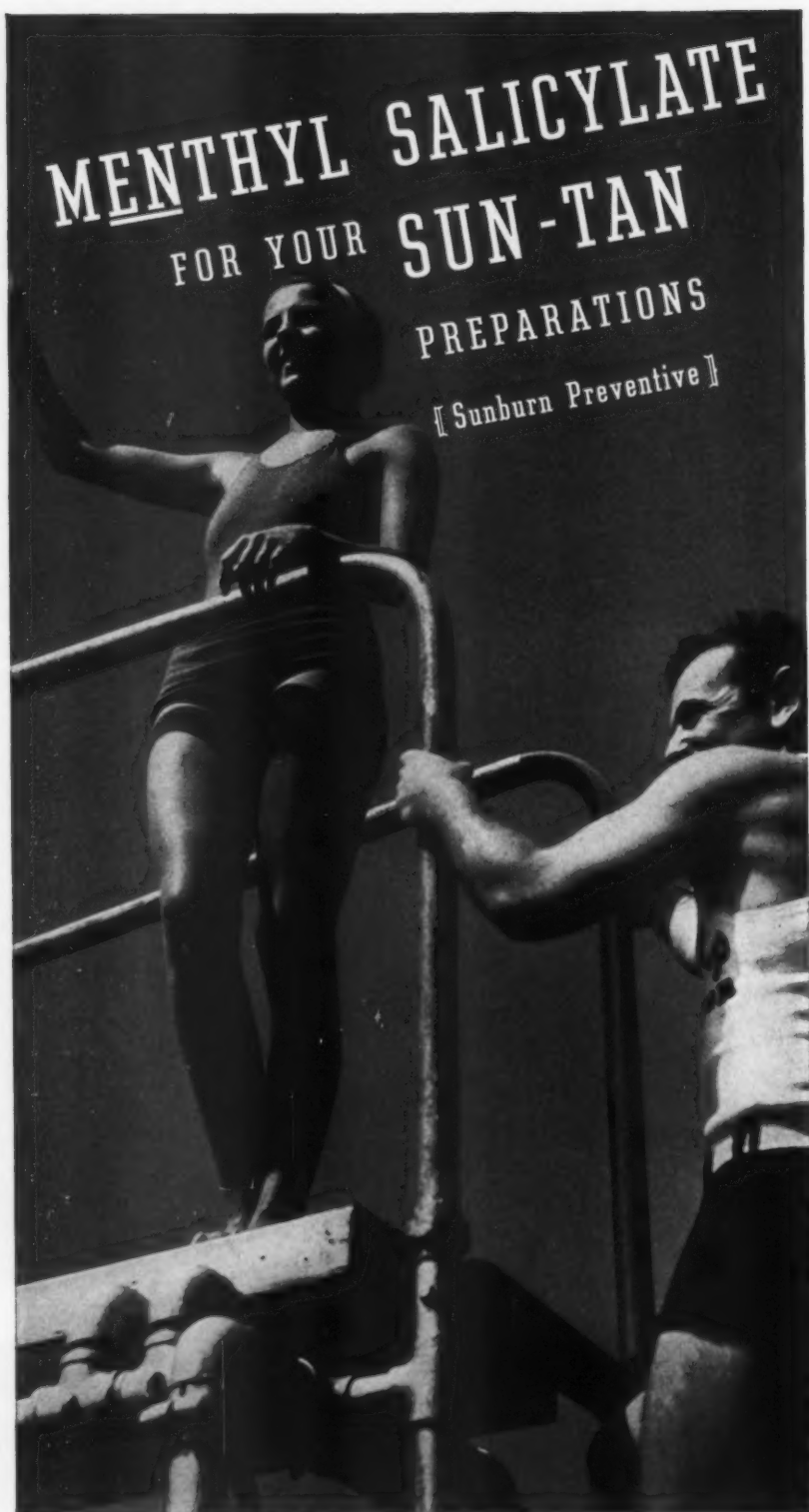
● Preserving goodness . . . insuring purity . . . offering new protection and convenience for those who *buy!* Creating goodwill . . . new sales appeal . . . greater ease in marketing . . . for you who *sell!* These are but three of many revolutionary changes in product packaging, pioneered by the American Can Company. This company has always sought to meet the packaging needs of industry *before* they arise — to help manufacturers meet their customers the way they want to be met; with better things brought to them in new and better ways.



"KEGLINED" is the trade-mark of the American Can Company for its cans for Beer and Ale.

AMERICAN CAN COMPANY

. . . 230 PARK AVENUE . NEW YORK . . .



MENTHYL SALICYLATE

FOR YOUR SUN-TAN PREPARATIONS

[[Sunburn Preventive]]

Menthyl Salicylate can be incorporated in Sun-Tan oils and Sun-Tan creams to prevent the burning and blistering of the skin, and at the same time produce a sun-tan effect. Menthyl Salicylate will filter out almost all of the ultra violet rays between 2900 Angstrom units and 3600 Angstrom units, which rays are the chief cause of burning and blistering. When suitable raw materials are used in correct proportions, a satisfactory preparation can be made.

OTHER MERCK CHEMICALS USED IN SUN-TAN AND SUNBURN OILS, LOTIONS, CREAMS AND POWDERS

Benzocaine
Calamine
Calcium Carbonate
Chlorbutanol
Glycerin
Iron Oxide Brown Precip.
Kaolin Colloidal
Lanum Anhydrous (Lanolin)
Quinine Alkaloid
Quinine Bisulfate
Quinine Dihydrochloride
Quinine Oleate
Talc
Zinc Sulfocarbolate
Zinc Oxide
Zinc Stearate

Further information and formulas will be furnished to manufacturers on request.

★ MERCK & CO. Inc. *Manufacturing Chemists* RAHWAY, N. J. ★

New York: 161 Sixth Avenue • Philadelphia: 916 Parrish Street • St. Louis: 4528 S. Broadway

In Canada: Merck & Co. Ltd., Montreal and Toronto

Bouquet C #550

At \$5.50 Per Pound

Delightful Face and
Talcum Powder odor.

Bouquet J #650

At \$6.50 Per Pound

Distinctive Hair Tonic odor.

Bouquet JC

At \$8.00 Per Pound

Intriguing Perfume and
Toilet Water odor. . . .

F **LORASYNTH** **LABORATORIES, INC.**

1513-33 OLMSTEAD AVE., NEW YORK, N. Y.

LOS ANGELES
Pacific Coast Headquarters
4665 Hollywood Blvd.

DALLAS
2622 Throckmorton St.

CHICAGO
605 W. Washington Blvd.

MONTREAL
445 St. Francois Xavier St.

SAN FRANCISCO
524 Washington St.

TORONTO
11 King St. W.



No. 72 —43 M/M Bath Salt Cap
 No. 140 —35 M/M Sifter Top Cap
 No. 150 —13 M/M Screw Cap
 No. 185 —15½ M/M Screw Cap
 No. 186 —44 M/M Fancy Bath Salt Cap
 No. 188 —23½ M/M Talcum Can Top
 No. 200 —28 M/M Sifter Top Cap
 No. 0200 —28 M/M One Piece Cap
 No. 215 —19½ M/M Talcum Can Top
 No. 230 —13 M/M Screw Cap
 No. 232 —13 M/M Screw Cap
 No. 234 —10½ M/M Screw Cap
 No. 236 —19½ M/M Slip Cap

No. 238 —15 M/M Talcum Can Top
 No. 240 —14¾ M/M Square Slip Cap
 No. 249 —14½ M/M Screw Cap
 No. 250 —12 M/M x 23½ M/M
 Oval Slip Cap
 No. 251 —15 M/M Screw Cap
 No. 257 —12 M/M x 23½ M/M
 Oval Slip Cap
 No. 258 —40 M/M Bath Salt Cap
 No. 264* —20 M/M Screw Cap
 No. 267 —16 M/M Slip Cap
 No. 269 —44 M/M Bath Salt Cap
 No. 281 —11 M/M Slip Cap

No. 282* —24 M/M Screw Cap
 No. 291* —22 M/M Screw Cap
 No. 292 —28½ M/M Flask Cap
 No. 295 —13½ M/M Slip Cap
 No. 298* —38 M/M Talcum Cap,
 Sifter Top
 No. 300* —18 M/M Screw Cap
 No. 317 —11 M/M Slotted Slip Cap
 No. 323 —45 M/M Bath Salt Cap
 No. 324* —45 M/M Cream Jar Cap
 Same design as No. 323.
 No. 327* —43 M/M Same design as
 No. 324.

*FITS G. C. A. No. 400 GLASS FINISH

COMPLETING *the* CYCLE

13

*W*E count heavily upon the efforts of our field representatives to initiate interest in our line, to develop new accounts and to perform all of the functions of an alert, cooperative, service-minded staff. But we do not overlook the fact that faultless selling effort can be completely nullified by lack of quality in the products sold. That is why we choose to regard our hundreds of daily shipments, not merely as so many completed orders, but rather as just so many additional representatives for the FRITZSCHE line, commissioned to complete the selling cycle and in so doing, engender such satisfaction and confidence in our goods that continued and increasing patronage will result. And because it is a key factor in our selling scheme, preeminent quality is an assured characteristic of all FRITZSCHE products.

FRITZSCHE BROTHERS, Inc.





REMEMBER?

.... AVRYLLIS and
LYLIUM introduced in
these pages earlier this year?
We told you then that they
were superior products; now
users are telling us how truly
superior these two perfume
bases really are!

In adding ACINTHIA to
this quality group, we an-
nounce it proudly—a worthy
companion to AVRYLLIS
and LYLIUM—one that will
increase the reputation of this
growing series manifold.

15
WE HAVE MET NATURE'S CHALLENGE with

Acinthia

UNTIL recently, hyacinth was one of the few flowers that still challenged man's ability to reproduce its exact fragrance. But, today, that challenge has been successfully met with ACINTHIA, the first *perfect* hyacinth synthetic.

Fritzsche chemists have recreated this flower's true plantlike character by a skillful combination of certain natural oils with carefully selected aromatics. It is this exquisitely realistic floral note that distinguishes ACINTHIA'S delightful fragrance from the harsh, shallow, chemical odor so characteristic of other imitations. And it is this same quality that will distinguish *your* products made with ACINTHIA from those derived from ordinary hyacinths.

Manufacturers of perfumes, toilet waters, powders, creams and like products will discover a new measure of selling appeal in the odors created from this basic material, — a perfume quality that will hold its own against any competition. But let us send you samples; try it, either alone or in combination with other perfume bases, —we'll leave it to ACINTHIA to win your favor, just as its sweet, elusive fragrance will win the favor of countless new and discriminating customers.

"Fragrance Creates Sales Appeal"



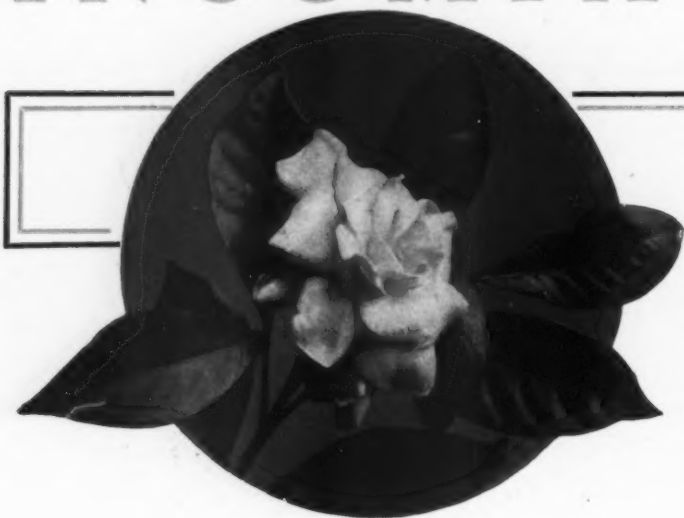
FRITZSCHE

Brothers, inc.

816 WEST 8TH STREET LOS ANGELES, CAL.
Proprietors of PARFUMERIES de SEILLANS Seillans, France
FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada

PORT AUTHORITY COMMERCE BLDG.
76 NINTH AVENUE, NEW YORK, N. Y.
118 WEST OHIO ST. CHICAGO, ILL.

INCOMPARABLE!



. . . . that one word describes it and the intensity of the present vogue for gardenia perfume is your best reason for using it!

LIQUID ABSOLUTE ESSENCE of GARDENIA

is a new product, made in this country, and extracted from the finest gardenia flowers by the use of volatile solvents. In our opinion, this Absolute provides the closest possible approximation of the flower's peculiarly delightful fragrance. Through its use the complete, characteristic odor of the flower can be achieved. We recommend it unreservedly to perfume manufacturers who desire to produce an entirely new gardenia complex, or who wish to improve existing gardenia formulae or other floral types that have begun to lose favor. Its abounding possibilities will appeal most strongly to those who appreciate the finest.



FRITZSCHE BROTHERS, Inc.

Port Authority Commerce Bldg.
76 Ninth Ave., New York, N. Y.

Branches

ATLANTA, GA.
70 East Lake Drive

BOSTON, MASS.
250 Stuart Street

CHICAGO, ILL.
118 West Ohio Street

COLUMBUS, O.
21 East State Street

KANSAS CITY, MO.
2018 Guinotte Avenue

NEW ORLEANS, LA.
813 Louisiana Building

PHILADELPHIA, PA.
400 Bulletin Building

LOS ANGELES, CAL.
816 West 8th Street

SAN FRANCISCO, CAL.
122 New Montgomery Street

FRITZSCHE BROTHERS OF CANADA, Ltd.

77-79 Jarvis Street, TORONTO, CANADA

PARFUMERIES DE SEILLANS, SEILLANS (VAR), FRANCE

PERFECTION



COLLAPSIBLE TUBES *and*
BOTTLE SPRINKLER TOPS
WHITE METAL MFG. COMPANY
HOBOKEN, NEW JERSEY

CHICAGO OFFICE: CHARLES A. RINDELL, INC., 64 WEST RANDOLPH STREET

DETROIT OFFICE: R. M. STEVENSON, DONOVAN BUILDING

NEW YORK OFFICE: F. L. BUTZ, 393 SEVENTH AVENUE

"Service for the Manufacturing Trade Exclusively"

Compacts

•
ROUGE *and* POWDER

(More than 150 tints)

EYE SHADOW

(All shades)

LIP ROUGE
and CREAM ROUGE

(All indelible shades)

EYE BROW PENCILS

WATERPROOF
COSMETIQUES

Sanitized
REG. U. S. PAT. OFF.

Powder Puffs

A new development in sterilizing puffs, keeping them actively anti-septic until washed, is being adopted by us.

This process is without doubt one of the most remarkable advances ever made in the textile field, and offers an assurance to the user of the puff that no matter how soiled it may be, it is still a *clean* puff bacteriologically.

Details on Request



All our products guaranteed for chemical purity. For your further protection, Products Liability Insurance carried.

OXZYN COMPANY

New York Office
154 - 11th Ave.

In business since 1877

Canadian Office
103 Ottawa St.
Walkerville, Ont.

Originators of Natural Rouges

FLEUR D'ORANGER



THE delightful orange blossom note is faithfully reproduced in FLEUR D'ORANGER and is especially recommended for fine quality creams, powders and finished extracts. . . . Many manufacturers have successfully replaced the enormously expensive Orange Flower Absolute with Fleur D'Oranger. *Write us for sample and quotation!*

THE uniform excellence of Felton Perfumes is due in no small measure to the fine quality of Felton Raw Materials. These basic aromatics are produced in the Felton Factory in modern, glass-lined equipment under expert technical control of skilled chemists. Among the important ingredients of a good Orange Blossom perfume are

- * Linalool Bois de Rose
- * Oil Petitgrain Terpenes
- * Aurania 100%

FELTON CHEMICAL COMPANY, INCORPORATED

Manufacturers of AROMATIC CHEMICALS, NATURAL ISOLATES, PERFUME OILS, ARTIFICIAL FLOWER and FLAVOR OILS

603 JOHNSON AVE., BROOKLYN, N. Y.

Boston, Mass.
80 Boylston St.

Philadelphia, Pa.
200 So. 12th St.

Sandusky, Ohio
1408 W. Market St.

Chicago, Ill.
1200 N. Ashland Ave.

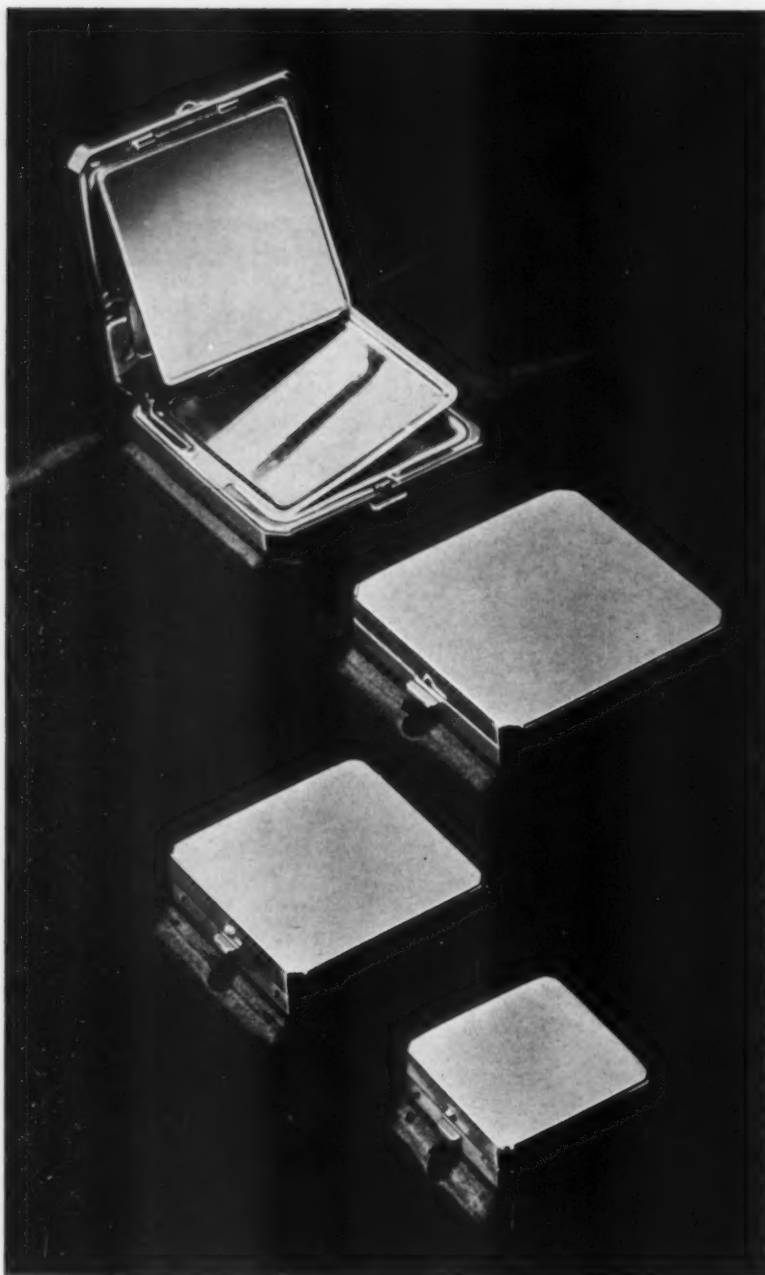
St. Louis, Mo.
245 Union Blvd.

New Orleans, La.
Balter Bldg.

Los Angeles, Calif.
515 S. Fairfax Ave.

San Francisco
512 Washington St.

Stocks carried in principal cities



The
BRIDGEPORT
ESTABLISHED 1909

METAL
GOODS
MFG. CO

BRIDGEPORT, CONNECTICUT • TEL. BRIDGEPORT 3-3125

VANITY CASES • ROUGE CASES • PASTE ROUGE CONTAINERS
LIPSTICK HOLDERS • EYEBROW PENCIL HOLDERS • BOTTLE CAPS • JAR CAPS



PRESENTING
**MUSK
TIBETINE**

Givaudan invites your consideration of MUSK TIBETINE—an altogether new and highly important development in the field of aromatic perfumes.

MUSK TIBETINE combines all the best qualities of the known musks without their limitations. It is the only and first musk with which the soap maker can produce a light-fast, white, perfumed soap. To the perfumer it offers two distinct advantages. First is its odor, which resembles that of Musk Ketone, and second is its high solubility

in dilute alcohol, which makes it the ideal fixative for toilet waters, eau de cologne and similar toilet articles of low alcoholic content.

Samples of MUSK TIBETINE will be submitted on request.

DO YOU READ THE GIVAUDANIAN?

It's our newsy, entertaining publication. You'll find it helpful, up-to-date, instructive on matters pertaining to perfumes and aromatics. A letter will bring you a copy—every month.

GIVAUDAN

DELAWARE, INC.

20 FIFTH AVENUE, NEW YORK, N. Y.



ABUNDANT NATURE?

Yes, Nature is abundant — but to the perfumer she gives reluctantly. Moreover, her products are costly...and not always certain in quality or price.

Givaudan Laboratories today are supplying odors that not only duplicate Nature's best efforts but surpass them in uniformity — all at a cost which Nature in her most generous mood could never equal. Are you profiting by the independence and economy that Givaudan products can give you?

GIVAUDAN
DE LA W A N N A I N C.
80 FIFTH AVENUE, NEW YORK, N. Y.

C I N T H O X I N

To intensify the allure of your perfume with that Bouquet or Oriental odor, use Cinthoxin.

You will be more than delighted with results!

Norda

ESSENTIAL OIL
& CHEMICAL CO., INC.

601 West 26th Street, New York City
LAckawanna 4-4700

Chicago Office *Los Angeles Office*
325 W. Huron St. 685 Antonia Ave.

Southern Office
Candler Annex Bldg.,
Atlanta, Ga.

St. Paul Office
Pine and E. 3rd Sts.

Canadian Office
119 Adelaide St. W.,
Toronto

Ready-to-use "AURA" Odors

AURA-ROSE

AURA-JASMIN

AURA-GARDENIA

AURA-FOUGERE

AURA-LILAC

COMPLETELY finished products, containing all necessary fixation. They have a universal use. Can be used for lotions, toilet waters, perfumes, creams, powders, bath salts, soaps and better grades of hair pomades.

Use them as a base for your particular creations.

Send for trial ounce, \$0.70 per oz.

Only
\$7 per Lb.

**AROMATIC
PRODUCTS, INC.**

15 E. 30TH ST. NEW YORK CITY -- FACTORY - STAMFORD, CONN.



Gracefulness—

THE MODERN APPEAL

☆ The keynote of successful packaging is gracefulness. Kimble Glass Vials have trim lines—one of the magic ingredients for a sales-winning package. They lend themselves to attractive make-up and colorful appeal. They are smart—they are alluring to the eye—they capture sales through daintiness, convenience, sanitation and safety.

Retempered to an amazing degree of strength—lustrous and brilliant in their crystal transparency—Kimble automatic-machine-made vials are today's headliners on a stage crowded with competitive packages. For sampling and packaging they are instantly adaptable to hundreds of different products—powders, tablets, pills, capsules, chemicals, oils. They are available for cork closures, droppers, applicators, Goldy Seals, Re-Seal-It Caps, Screw Caps, Shaker Tops, and many special closures for special needs.

Play safe with your sampling and packaging plans—consult Kimble FIRST! It's the smart thing to do.



KIMBLE GLASS COMPANY • • • VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

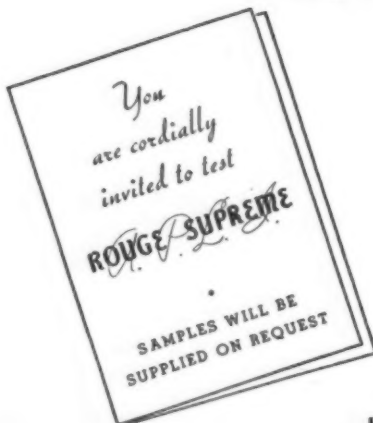


DOES
"ROUGE SUPREME"
APPLY MORE
EVENLY
?

"Yes" say 1520

"No" say 172

New Rouge Wins by Overwhelming Majority in Nationwide Test



HUNDREDS of women tested "Rouge Supreme" against the rouge they'd been using. (Your brand was unquestionably represented in this test.) To the question—"Does 'Rouge Supreme' apply more evenly?"—their vote was "Yes" 1520—"No" 172.*

On other points their preference for this new rouge was equally overwhelming.

In addition to the many leading cosmetic houses A. P. L. I. has served for years, four distinguished national advertisers have adopted "Rouge Supreme" since its debut on January 1st—after exhaustive laboratory and consumer tests. Should you wish to make your own tests we will be pleased to furnish samples in the quantities required.

*According to questionnaire tabulated by Hardman & Cranston, Public Accountants, New York City

AMERICAN PERFUMERS' LABORATORIES, Inc.

Makers of the World's Finest Cosmetics

114 Fifth Avenue, New York, N. Y.

Canadian Laboratories: 1015 St. Alexander Street, Montreal, Quebec Lancaster 1069

PRIVATE BRANDS EXCLUSIVELY • PRODUCTS LIABILITY INSURANCE

ROUGE • CREAM CHEEK ROUGE • FACE POWDER • LIPSTICKS • COSMETIQUE • EYE SHADOW

The American Perfumer

P
A
R
E
N
T
O



Compagnie Parento, Inc.

Executive Offices and Laboratories

CROTON-ON-HUDSON, N. Y.

NEW YORK CHICAGO DETROIT LOS ANGELES

SAN FRANCISCO SEATTLE PORTLAND, ORE.

TORONTO

Compagnie Parento, Limited, 75 Adelaide St., W., Toronto, Ontario, Canada

COLOMBES, FRANCE

LONDON, ENGLAND

P
A
R
E
N
T
O

JARDIN JASMIN

for completely covering the odors of lanolin and other basic ingredients in creams, and for imparting a delicate fragrance of delightful refinement.

A surprisingly small amount of JARDIN JASMIN is required and excellent results are obtained when this perfume oil is used for creams and lotions.

Write us today for a jar of cream perfumed with Jardin Jasmin. The results are truly amazing.

Compagnie Parento, Inc.

Executive Offices and Laboratories
CROTON-ON-HUDSON, N. Y.

NEW YORK CHICAGO DETROIT LOS ANGELES
SAN FRANCISCO SEATTLE PORTLAND, ORE.
TORONTO

Compagnie Parento, Limited, 75 Adelaide St., W., Toronto, Ontario, Canada
COLOMBES, FRANCE LONDON, ENGLAND





SMART metallic seal . . . striking combination of green Dukatone paper and brilliant silver foil . . . result: a container that does help to sell the product . . . a typical Rowell Box.

E. N. ROWELL CO., INC.

New York Office: SEWELL H. CORKRAN, 30 East 42nd St.
 Phone: MUrray Hill 2-3447

Chicago Office: HAROLD G. MacKAY, 444 W. Grand Ave.
 Phone: SUPerior 1676

Hollywood, Cal., Office: C. H. E. DUNN, Guaranty Bldg.
 6331 Hollywood Blvd. Phone: HOLlywood 0111

• BATAVIA, NEW YORK

Boston Office: H. P. TUCKER, 52 Chauncey Street
 Phone: HANcock 0398

St. Louis Office: The DICK DUNN Co., Merchandise Mart
 Bldg., 12th Blvd. & Spruce St. Phone: CENTral 3544

Detroit Office: H. E. BROWN, 2842 W. Grand Blvd.
 319 Curtis Bldg. Phone: TRINity 2-0191



The Duo Oval, Patent No. 90023.



THE CAP



*Casual double-shell,
available in a variety
of attractive colors, or
lithographed with in-
dividual designs.*

SAY GOODBYE TO PACKAGING PROBLEMS!

PUT THE

Invisible Salesman
ON THE JOB

◆ At the point of sale the Invisible Salesman—effective packaging—is your product's best friend. But the sales ability of this ever-present salesman depends upon you. Make certain that this invisible salesman delivers a striking message of smartness, quality and convenience. Place the whole problem of containers, closures, label and carton design as well as shipping cases in competent, experienced hands where every detail will be built into a harmonious sales-producing package. Turn your entire packaging problem over to the Complete Packaging Service of
OWENS-ILLINOIS GLASS COMPANY, TOLEDO, OHIO

OWENS-ILLINOIS
Containers and Closures

The American Perfumer

YOUR LINE NEEDS A

Gardenia

with the fashionable touches imparted by some of the newest Verley specialties. With the Gardenia vogue at its height, now is the time to investigate these newer develop-

ments — or to consider some of our full range of Gardenia compositions, incorporating these materials in various shadings and prices... Send for samples and quotations.



THE NEW VERLEY PRICE BOOK JUST OFF THE PRESS

Interesting groupings of special materials available from the house of Verley, offered as suggestions to the perfumer for heightened originality in his own Gardenia creations. Also similar groupings for Jasmin, Rose, Ambre, and Violet types. If you have not received your copy, please write for it.

ALBERT VERLEY CREATIONS

Gardenia — A. V.

Gardenia — 675

Gardenia — 227

Gardenia — B-362

Gardenia — N-100

A FEW OF THE 39 suggestions for Gardenia FROM THE NEW PRICE LIST

Linalyl Benzoate

Aldehyde C-14

Linalyl Anthranilate

Aldehyde C-18

Phenylethyl Anthranilate

Tuberogene

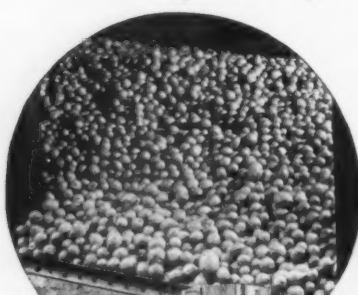
ALBERT VERLEY *aromatics*

ALBERT VERLEY, INC., 11 East Austin Avenue, Chicago, Illinois
114 East 25th Street, New York • • Mefford Chemical Co., Los Angeles

America's OWN OIL OF LEMON

OVER 75% OF ALL LEMON OIL SOLD IN U.S.A. IN 1935 WAS EXCHANGE BRAND

*for every American purpose especially suited
to the American taste*



FROM CALIFORNIA LEMONS

COLD PRESSED and CLARIFIED

A U.S.P. OIL FOR AMERICAN USE

THREE-fourths of all the Oil of Lemon bought in the United States last year was Exchange Brand—made in the world's largest plant devoted exclusively to lemon products.

Superior quality and fair price are the reasons. All

characteristics of Exchange Oil of Lemon U. S. P. (Clarified) are maintained with precision. The flavor is regulated to the American taste.

Next time specify Exchange Brand. See for yourself why it leads 3 to 1 in popularity.

Exchange

**OIL OF LEMON
CLARIFIED
U. S. P.**

Sold to the American market exclusively by

DODGE & OLCOTT COMPANY **FRITZSCHE BROTHERS, INC.**
180 VARICK STREET, NEW YORK, N. Y. 76 NINTH AVENUE, NEW YORK, N. Y.

Distributors for

CALIFORNIA FRUIT GROWERS EXCHANGE

Products Department, Ontario, California

Producing Plant: EXCHANGE LEMON PRODUCTS COMPANY, Corona, California
Copr., 1936, California Fruit Growers Exchange, Products Dept.

Selected

RAW MATERIALS FROM THE WORLDS FINEST PRODUCTS

AS DIRECT IMPORTERS OUR SERVICE OFFERS EXCEPTIONAL ADVANTAGES

TO BUYERS IN **QUALITY**

SERVICE • SPOT STOCKS

NATURAL FLORAL PRODUCTS

OIL LAVENDER FLEURS

OIL YLANG YLANG

OIL CITRONELLA JAVA

ZINC OXIDE

GUM BENZOIN SIAM

GUM TRAGACANTH PERSIAN

GUM KARAYA

BLEACHED OZOKERITE

SUNBLEACHED BEESWAX

RICE STARCH

KAOLIN

PRECIPITATED CHALK

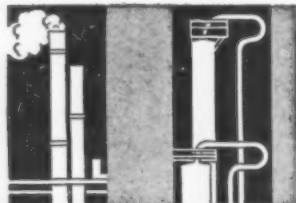


A.C. DRURY & CO. • INC.

219 E. NORTH WATER STREET • CHICAGO, ILLINOIS

"These are my Jewels"

With the feeling that there can be no better evidence of the service we aim to render to our patrons, we enumerate below the outstanding firms we represent.



THE ATLANTIC REFINING CO.

PHILADELPHIA - PA.
260 South Broad Street
PETROLEUM PRODUCTS
White Mineral Oils U. S. P.
for pharmaceutical use.
Technical for cosmetic uses.
All gravities, all viscosities.

THEODOR LEONHARD WAX Co.

ESTABLISHED 1852

HALEDON - PATERSON - N. J.

BLEACHERS & REFINERS OF BEES-WAX

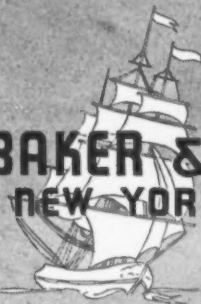
White Bleached Bees-Wax

T. L. Brand

Extra Quality - U. S. P.

and 100% Pure

H. J. BAKER & BRO. **NEW YORK**



STURGE'S

English Precipitated Chalk U. S. P.
Extra Light Dense

THURSTON AND BRAIDICH **NEW YORK**

SPECIALTIES:

Gum Arabic - Gum Karaya

Gum Tragacanth

Vanilla Beans - Tonka Beans

THE HARKNESS AND COWING COMPANY **CINCINNATI - OHIO - U. S. A.**

Manufactures of Stearic Acid

Saponification Process

LOCKWOOD BRACKETT CO. **BOSTON**

MANUFACTURERS AND IMPORTERS

Castile Soap "Laco"

Powdered - Granular - Bars



SIERRA TALC CO. **LOS ANGELES - CALIF.**

Sierra Talcs approximate the ideal -
chemically and physically - and
excel in uniformity of
milling and color.

COLGATE - PALMOLIVE - PEET CO. **JERSEY CITY - N. J.**

Executive Offices - 105 Hudson Street

GLYCERINE

Chemically Pure U. S. P. - Dynamite

A. C. DRURY & CO. **INCORPORATED** **219 E. NORTH WATER ST. - CHICAGO - ILL.**

A NEW STEP IN POWDER FILLING

ECONOMY AND VERSATILITY

*Take the next step. . . .
Investigate the S&S Rotary Powder Filler*

THE S&S Rotary Powder Filler is a speedy, accurate unit designed for filling face powder drums, small cans or canisters. It is dustless in operation. A conveyor removes the packages. One operator should average as many as 20,000 packages in an eight-hour day.

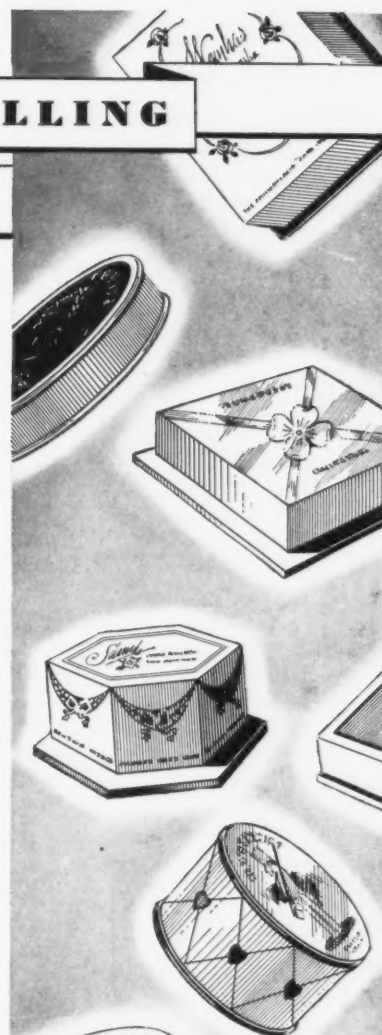
But that is not all. This same unit may also be used as a moderate-speed filler for larger packages with the simple removal of the rotary device. It may then be adjusted to fill by gross weight, by packing, volume or auger, using the turns of the auger as a measuring device. In this way the method of filling best suited to any particular package may be chosen.

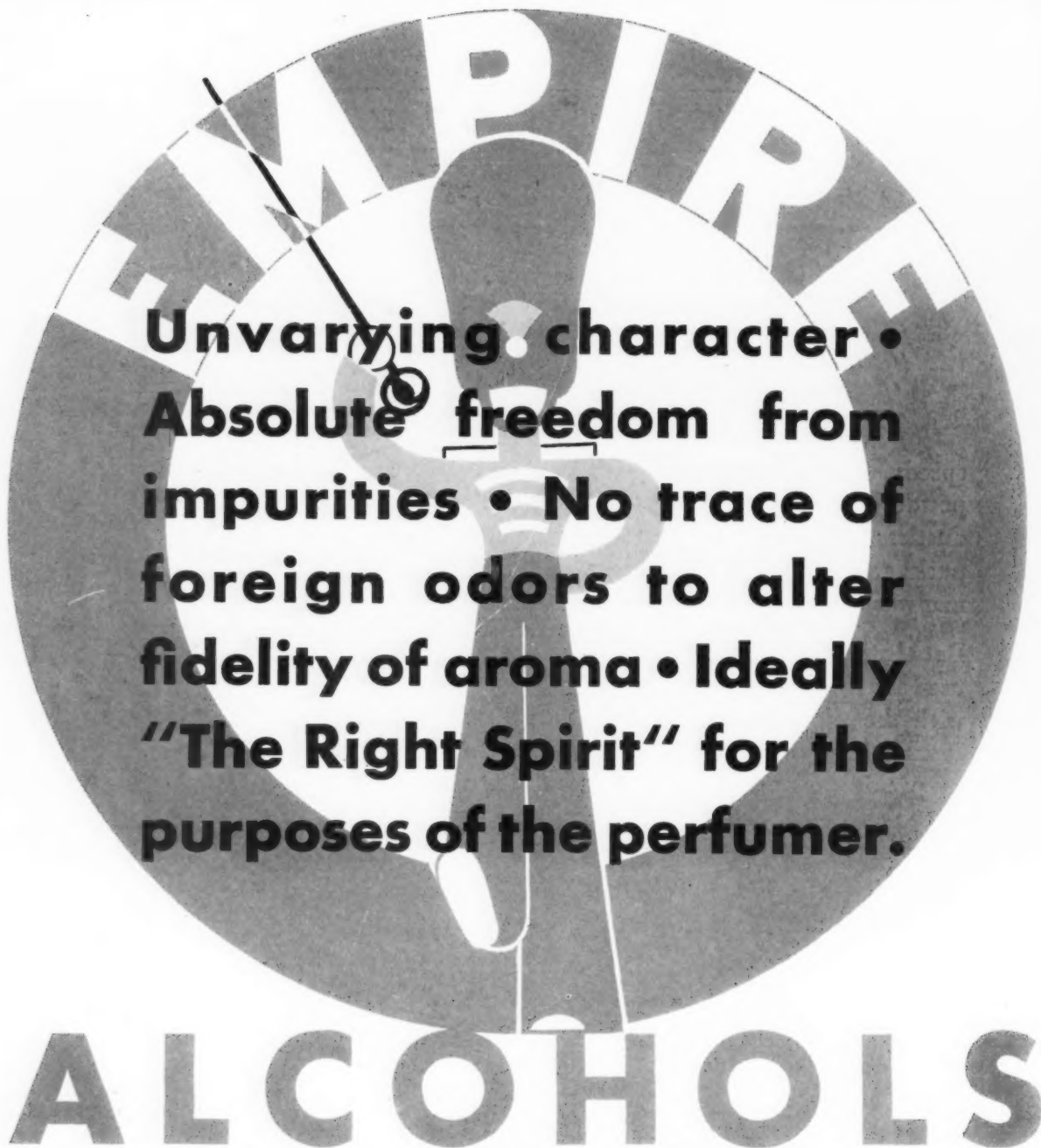
With the rotary device attached, for smaller packages, the packages may have a maximum diameter, or width, of three inches and a minimum of one inch. The height may vary from two-and-three-quarter inches to one-quarter inch. Used for larger packages, weights up to five pounds may be accommodated.

*A sample package of
your product will
bring you a definite
guarantee of the
speed and accuracy of
the S&S Rotary Filler
for your particular
work. Send it today.*

STOKES & SMITH CO

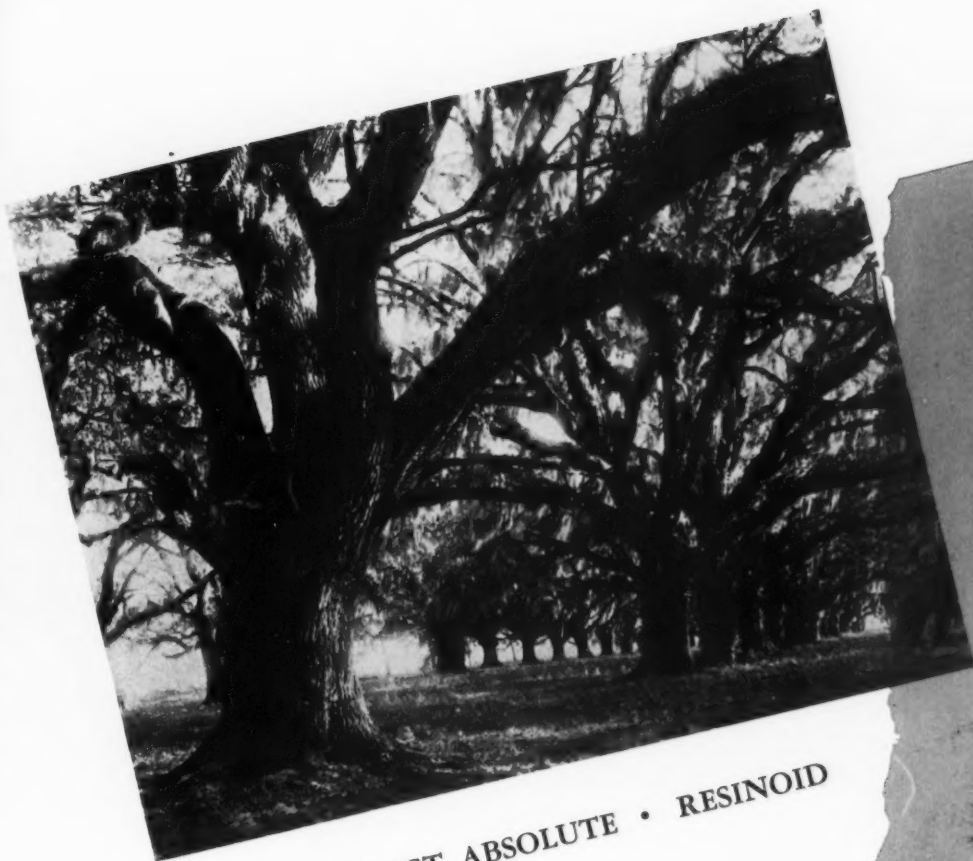
PACKAGING MACHINERY PAPER BOX MACHINERY
Summerdale Ave., near Roosevelt Blvd., Phila., U. S. A.
British Office: 23, Goswell Road, London, E. C. 1





***Whatever Alcohol You Require,
We Make The Best Of It***

**Empire Distilling Corporation
Yonkers, New York**



EXTRACT ABSOLUTE • RESINOID

The stabilizer that definitely adds to the odor complex.

Indispensable in Chypre and Fougère types as well as in all heavy modern bouquets. A uniform first-class quality is guaranteed through our large and carefully controlled production.

A true SCHIMMEL *product.*

O
A
K
M
O
S
S



SCHIMMEL & CO., INC.

601 WEST 26th STREET • NEW YORK, N. Y.

ROSE *of* FLORIDA

A perfect substitute for Bulgarian Rose, having strength, character and stability. Made in America from American materials. Improves all compounds and is a proper base for all Rose odors.

Per ounce \$4.00

Per pound \$64.00

Other *Rose* Products

We also offer a complete line of rose compounds for creams, lotions, powders and other toilet preparations at prices to meet the needs of every user.

Write for samples and full information

Our service includes the production of individual odors for all purposes. These odors are never duplicated and the formula belongs to the user.

WARREN E. BURNS, Inc.

Essential Oils, Aromatics and Flavoring Products

Fruit Juices and Concentrates

Citrus By-Products

325 WEST HURON ST., CHICAGO, ILL.

Tampa, Fla. 243 West 17th St., New York, N. Y. London



There's that about an attractive, lithographed tin container which invites selection and repeated use. Why not see if Continental's packaging service cannot cooperate as effectively with you as it has with these, and many other manufacturers?



Continental Can Company
 new york ★ chicago ★ san francisco

LOVELY

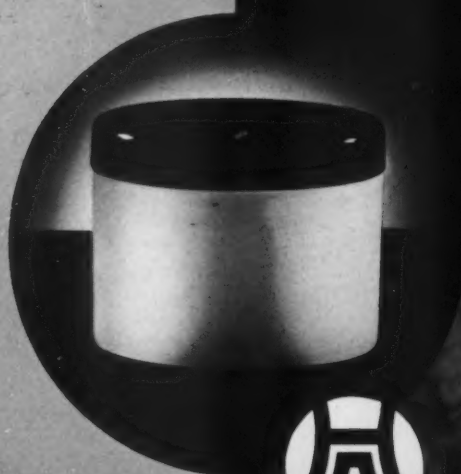
•

The clean fresh beauty of
Hazel-Atlas Opal Jars has
won the enthusiastic ap-
proval of women every-
where. Brilliant white
bodies—shiny black caps—
a modern jar for modern
women! Write for prices
and free samples.

•

**HAZEL-ATLAS
GLASS CO.**

WHEELING, W. VA.



HELFRICH•

rouge

lipsticks

**OTHER
HELFRICH
PRODUCTS •**

**COSMETIQUE
EYE SHADOW
FACE POWDER**

AN extra
fine particle size rouge with perfect color
dispersion, yet not absorbed by the skin.

HIGHLY in-
delible lipsticks with rich red undertones
instead of the usual purple. Incidentally,
they apply very smoothly and are lubri-
cating instead of drying to the lips.

HELFRICH•

**HELFRICH LABORATORIES
564-570 W. Monroe St., CHICAGO**

**HELFRICH LABS. OF N. Y. INC.
30-34 West 26th St., NEW YORK**

BALDWIN & BALDWIN, 819 Santee St., Los Angeles, Calif.
CHARLES H. CURRY, 420 Market St., San Francisco, Calif.
HERBERT J. BITTMAN, 318 People's Bank Bldg., Seattle, Wash.

..... and
now also in
**CANADA :
690 KING STREET
WEST, TORONTO
ONTARIO, CANADA**

J. MERO & BOYVEAU

with works in Grasse, Mougins and Polonghera

Established 1832



Even your lowest priced perfume should have the
"Earmarks" of NATURAL FLOWER OILS.

A slight addition of our

**ABSOLUTES
SUPERABSOLUTES
SURFLEURS
FIXODORS**

will enhance the value of your products without
excessively increasing your cost.

FABRIQUES de LAIRE

Paris, France—Established 1878

The aldehyde note remains an important factor
in present day perfumes.

Use our

**AMBROLENE "BB"
DECACHYS
NISSONIA
SINALIA
SINALIA EXTRA**

Any of these perfectly blended specialties will
impart the much desired "aldehyde" character

May we also suggest the use of the important basic material
METHYL NONYL ACETALDEHYDE

We solicit inquiries

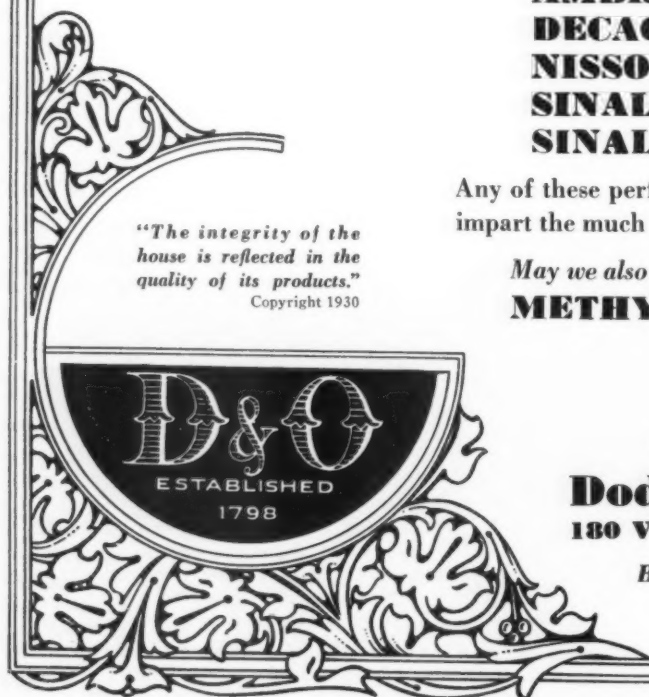
Sole American and Canadian distributors

Dodge & Olcott Company
180 Varick St. New York

Branches: Philadelphia, Boston, Chicago,
St. Louis, Los Angeles

*"The integrity of the
house is reflected in the
quality of its products."*

Copyright 1930



A perfumer's workshop is incomplete without

SAMUELSON'S AMBREINE

It is the original "Opoponax," not equalled by any of the imitations—and is indispensable in the modern type perfume bases.

The "D & O" PERFUME BASES

lend themselves splendidly to all your needs. On your request we will reserve for your *exclusive* use any one of our bases which you may wish to adopt.

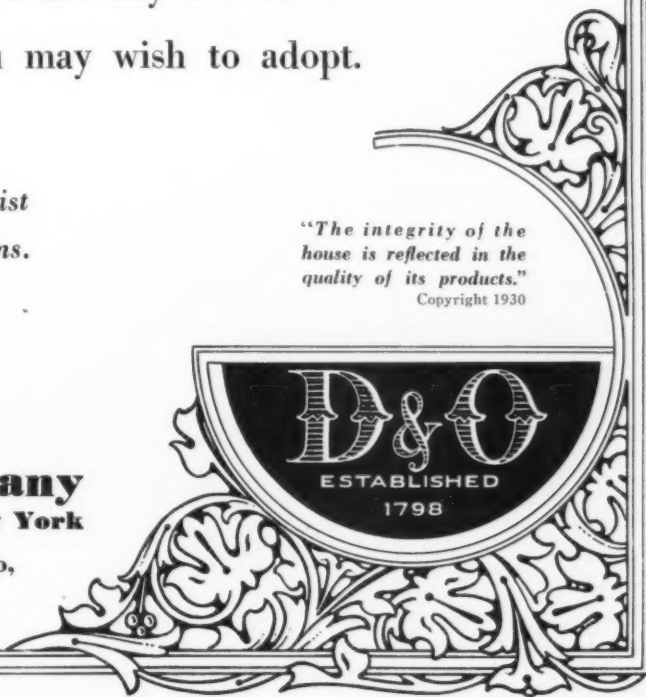
*Let our Service Department assist
you in your Perfume problems.*

*"The integrity of the
house is reflected in the
quality of its products."
Copyright 1930*

Sole American and Canadian distributors

Dodge & Olcott Company
180 Varick St. New York

*Branches: Philadelphia, Boston, Chicago,
St. Louis, Los Angeles*



**TO THOSE INTERESTED
IN CANADIAN AND
FOREIGN MARKETS**



SCOVILL offers the facilities of its well-established plant in Toronto, Ontario, to those interested in distributing to Canadian and foreign markets.

This Toronto plant, duplicating many of Scovill's United States facilities, makes possible volume manufacture of metal parts and products

in Canada; or by partial manufacture in the United States and final fabrication, finishing and assembly in Toronto, complete service on a wide range of parts and products can be arranged.

A letter to Scovill at 79 Mill Street, Waterbury, or Toronto, will bring you further details.

S C  V I L L

SCOVILL MANUFACTURING COMPANY, WATERBURY, CONNECTICUT

Boston Providence New York Philadelphia Atlanta Syracuse Pittsburgh Detroit Chicago
Cincinnati San Francisco Los Angeles • IN CANADA: 334 King Street, East, Toronto, Ontario

THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW

S. L. MAYHAM, Editor.

HARLAND J. WRIGHT, Publisher

MARY L. GOODMAN, Assistant Editor.

FELIX A. BELAIR, JR., Washington Bureau.

CONTRIBUTING EDITORS: Dr. Clemens Kleber, Essential Oils. Dr. Harvey A. Seil, Synthetics. Maison G. de Navarre, Toilet Preparations. Dr. Edgar G. Thomssen, Soaps. Bernard H. Smith, Flavors. Donald S. Cowling, Merchandising. Howard S. Neiman, Patents and Trade Marks. Ruth Hooper Larisson and Daniel B. Hassinger, Packaging and Display.



Published monthly by The Robbins Perfumer Company, Inc., 9 East 38th Street, New York; Telephone CAledonia 5-9770; Cables: American Perfumer, New York; Codes: ABC, 5th Edition; J. H. Moore, President and Treasurer; Harland J. Wright, Vice-President; F. C. Kendall, Secretary; William Lambert, Advertising Manager; Harry J. Hoole, Representative, 1370 Peoples Gas Bldg., Chicago, Harrison 5879; Business Publications Bureau, Representative, 4814 Loma Vista Ave., Los Angeles. The Robbins Perfumer Co. is owned and operated by The Robbins Publishing Co.; M. C. Robbins, Chairman of the Board; J. H. Moore, President and Treasurer. Subscription Rates: See Page 3. Volume Thirty-two: Number Six. Copyright 1936.

CONTENTS • JUNE • 1936

INDUSTRY TO HAVE "STANDARDS BOARD"	
by S. L. Mayham	47
"AND GOD SLEW ANANIAS"	
by Harford Powel	53
PRESERVATIVES FOR COSMETICS	
by Albert Suess	53
THE BLACKBOARD	
by Donald S. Cowling	57
NEW PRODUCTS AND PACKAGES	
by Mary L. Goodman	58
COPELAND BILL SITUATION CONFUSED	
by Felix A. Belair, Jr.	62
DESIDERATA	
by Maison G. de Navarre	64
OAK MOSS	
by Dr. K. Bournot	65
CAN YOUR PACKAGES KEEP PACE WITH THE PAST?	
by Ruth Hooper Larisson	67
EDITORIALS	70
THE PENDULUM	
by Edna Colladay Pierce	72
F.E.M.A. CONVENES IN NEW YORK	74
Q. & A.	78
MANUFACTURE OF POWDERS	
by Ralph H. Auch	79
ODOR AND CONSTITUTION	
by Dr. Arno Müller	85
THE OLD MAN WITH THE LANTERN	
by Freegift Patchin	85
NEWS AND EVENTS	86
CANADIAN NEWS AND NOTES	96
PATENT AND TRADE MARK DEPARTMENT	100
MARKET REPORT AND PRICES	102

A ROBBINS PUBLICATION

OFFICERS

T • G • A



H. L. BROOKS

President



J. I. POSES

Secretary



PAUL VALLEE

Treasurer



CHARLES S. WELCH

*Executive Secretary
and Manager*



H. P. WILLATS *Vice President*



CECIL SMITH *Vice President*



J. H. MILLER *Vice President*

The American Perfumer

Industry to Have "STANDARDS BOARD" And to Press for New Tax Rules.

Toilet Goods Association convention goes on record for making consumers aware of tax burden and for clarification of the regulations for enforcement as proposed by The American Perfumer. Will establish a board for handling advertising and discussion of trade practices.

by S. L. MAYHAM

OUT of the sessions of the Toilet Goods Association convention at the Biltmore, New York, the week of May 25, came two definite proposals which are likely to be of great benefit to the industry as a whole and to members of the association in particular. The first, the authorization of a special committee to function as a "Bureau of Standards" acting on advertising and discussing and reporting on unfair trade practices; the second, a definite promise that the association would take steps in the near future to clarify the existing muddle on the excise taxes. Carried to a successful conclusion, these two projects will be of more value to the industry as a whole than any action taken by a toilet goods convention for many, many years.

At the opening session, these proposals took form through the very forceful and able address of President Herman L. Brooks. Mr. Brooks outlined but briefly the activities of the last year, explaining in part why the association had failed of accomplishing as much as

might have been done under more favorable conditions.

He discussed at some length the problem of Federal and State taxation, pointing out that the efforts of the group had not been directed more strongly toward repeal or reduction in the tax rate because of the belief, backed by very definite information that repeal this year was utterly out of the question. On the subject of state legislation and especially state tax bills already in effect in a few states, he indicated that the association and the industry had been handicapped by lack of appropriate action on the part of retail organizations in the drug field, local to the several states.

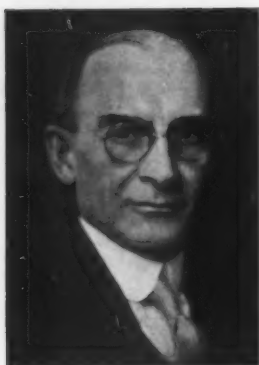
Consumer Pressure and Better Regulations

Mr. Brooks strongly urged the necessity of the active work in the several states being done by local interests and not by the national organization. This does not mean that the Toilet Goods Association will not work on state laws, especially tax mea-

sures, but that its work will be more along the lines of coordinating efforts and suggestions to local bodies than along those of actual appearances in opposition to such laws. The national organization should, however, act directly on Federal legislation and Federal taxation matters.

Later in the session, Hugo Mock, counsel for T.G.A., again stressed and amplified this position and the culmination came when Mark Eisner, also of counsel, urged the necessity of enlisting the support of consumers in any fight which might be waged against the excise tax. Mr. Eisner pointed out that only through the pressure of consumer groups could this sort of legislation be influenced to any extent. In this, he echoed the position taken by THE AMERICAN PERFUMER, which has urged that a drive be made to acquaint the consumers with the tax situation.

In his discussion of the Federal tax situation, Mr. Eisner further pointed out that the situation was confused and confusing because of the wording of



Earl Means
Executive Board



D. H. McConnell, Jr.
Executive Board



Paul Douglas
Executive Board

the act and more particularly of the regulations promulgated by the Bureau of Internal Revenue for its enforcement. He asserted that the association would exert its best efforts to clarification of the rulings and toward securing a new set of regulations which could be applied without discrimination. This action will be taken as soon as there is a decision in the Bourjois case on appeal. It is believed that this decision may point the way in drafting such regulations and hence it is felt that pressure on the Bureau should await the Court's ruling on this matter. Here again, the association endorsed the position urged by *The American Perfumer* repeatedly in its editorial columns.

At the suggestion of Mr. Eisner, the association adopted a resolution addressed to the committees on resolutions of the coming Republican and Democratic National Conventions, urging them to include planks in the platforms for the coming campaign favoring the repeal of the "nuisance taxes."

Brooks Urges Action on Trade Practices

Later in his opening address, Mr. Brooks made the point that while no action on trade practices had been taken by the association and no action on the industry's advertising, this was principally due to the fact that at the time of the last convention the code was still in effect. The code governed all such matters and the Code Authority was acting speedily and effectively on all of them.

He recommended that some thought be given to the matter of unfair practices and pointed out that this could be accomplished either by direct action within the industry or by recourse to the Federal Trade Commission, whose powers seem likely to be broadened by the passage of pending legislation. Mr. Brooks also pointed out that this was a controversial matter and should be carefully considered and discussed by the membership before any definite plans were laid.

In an executive session for active members only, which, of course, cannot be reported, there was a thorough discussion and debate on the question of trade practices and from this session came what was probably the most important and far-reaching step taken by the convention. It was determined that a special committee should be set up as an advisory committee or "Bureau of Standards" for consideration of the industry's advertising. The work of this committee is likely to parallel very closely that of the Advisory Committee on Advertising of the Proprietary Association which has functioned so effectively during the last eighteen months.

Duties of "Bureau of Standards"

In addition to a consideration of advertising copy and claims, the committee will study and report to the executive board on products and materials for which certain claims are made with a view to deter-



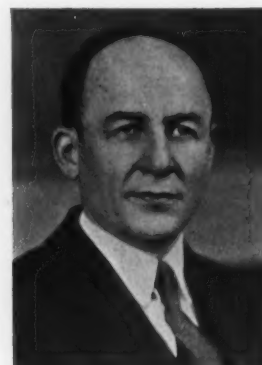
D. J. Mulster
Executive Board



A. H. Bergmann
Executive Board



J. H. Helfrich
Executive Board



Geo. A. Wisley
Executive Board



Charles A. Pennock
Executive Board



H. Clyde Balsley
Executive Board



A. E. Johnston
Executive Board

mining their usefulness. It was also empowered to make a complete survey of the trade practices of the industry and to report to the board its recommendations for action on these problems. Here again the convention accepted the ideas advanced in *The American Perfumer*, which has long urged that some body should attempt voluntary regulation of the industry's unfortunate distributive methods before the Government through the Trade Commission or some even less friendly body intervened to clean up a situation which has long operated against the successful conduct of the growing toilet preparations business.

This committee seems likely to de-

velop into the most important body in the industry. While differences of opinion still exist and will for years to come on various methods of doing business, the industry found under the code that many practices could be curbed and controlled with great benefit to all. It seems virtually certain that the advertising control feature will meet with complete success in view of the experience of the Proprietary Association, whose advertising difficulties closely parallel those of the T.G.A. It is to be hoped that trade practices will also be bettered through the study which the committee has been empowered to make.

Difficulties which might be encountered by manufacturers if present ad-

vertising policies and especially appeals based upon the supposed value of vitamins and irradiated products were followed, were stressed by Mr. Mock in his report. He urged manufacturers to be certain of their claims and of the value of their products, pointing out that the industry is certain to be regulated and that one of the first matters which will receive the attention of the regulatory body, whatever it may be, will be the claims made for the products. He declared that more harm to the industry arises from false and misleading claims on the part of the manufacturers than from all of the books attacking the industry combined. In this connection, the article by Harford Powel in this issue

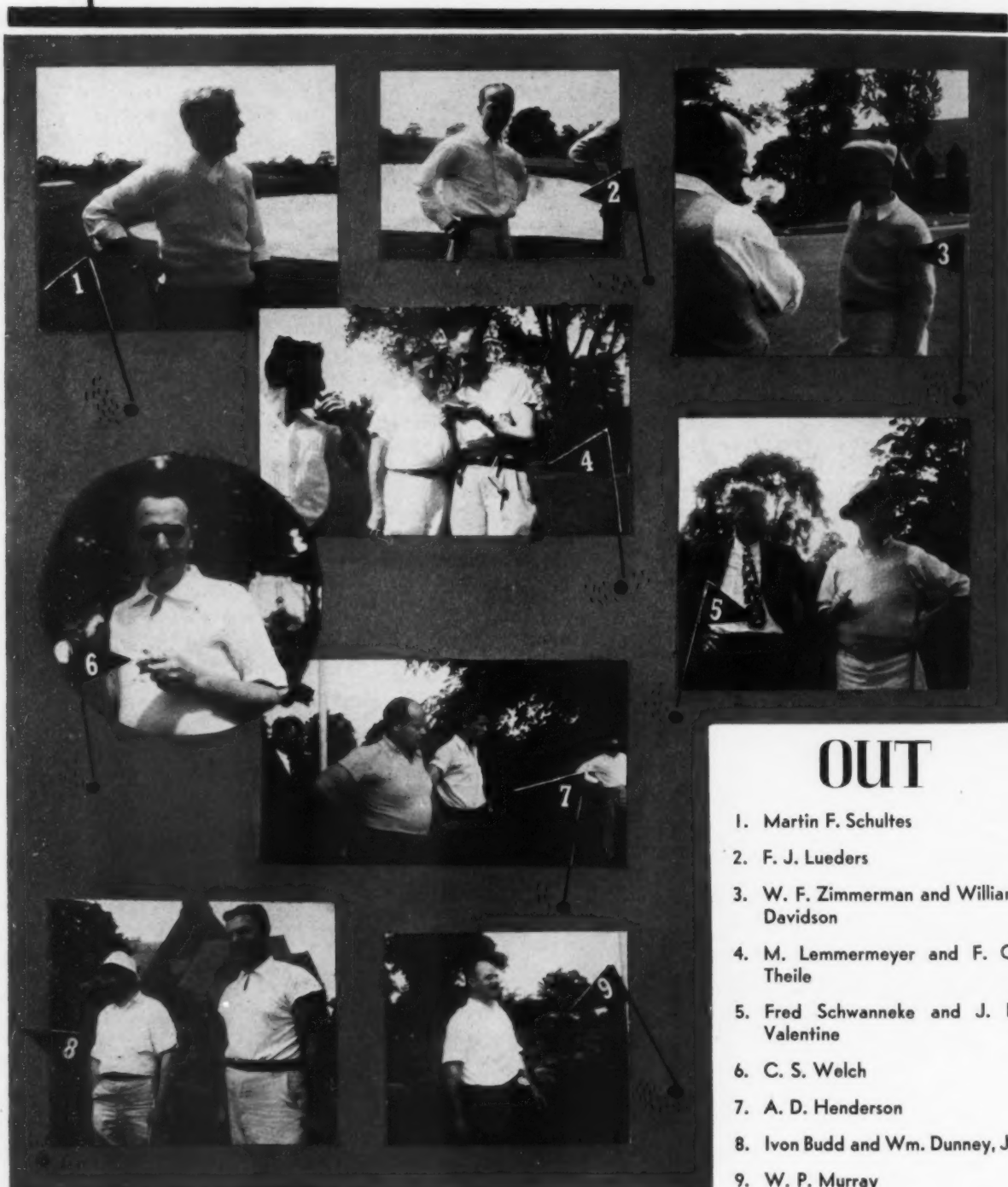
meaning?



Annual Banquet of the Toilet Goods Association

TGA

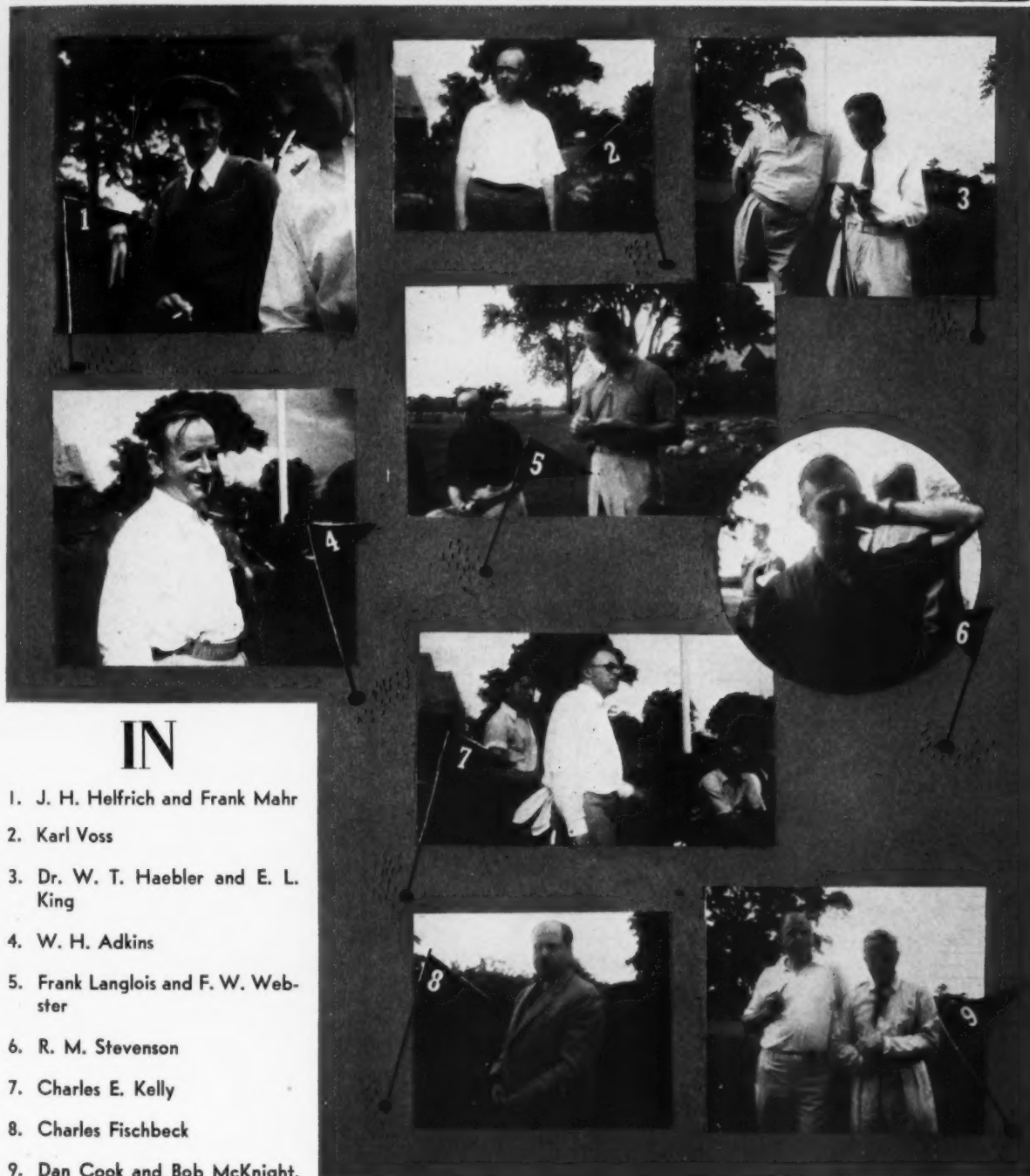
golfers at



OUT

1. Martin F. Schultes
2. F. J. Lueders
3. W. F. Zimmerman and William Davidson
4. M. Lemmermeyer and F. C. Theile
5. Fred Schwanneke and J. E. Valentine
6. C. S. Welch
7. A. D. Henderson
8. Ivon Budd and Wm. Dunney, Jr.
9. W. P. Murray

winged foot



IN

1. J. H. Helfrich and Frank Mahr
2. Karl Voss
3. Dr. W. T. Haebler and E. L. King
4. W. H. Adkins
5. Frank Langlois and F. W. Webster
6. R. M. Stevenson
7. Charles E. Kelly
8. Charles Fischbeck
9. Dan Cook and Bob McKnight.

June, 1936



Upper Left, Elliott Odell; Upper Right, Paul Douglas; Center, Paul Hyatt; Lower Left, Tom Farrell; Lower Right, Frank Langlois

of THE AMERICAN PERFUMER will undoubtedly be of interest.

Edgar Kobak, vice-president of Lord & Thomas, advertising agents, made a plea for support for the Copeland Bill (S. 5), urging that this measure, while it might be imperfect, should be passed to still public clamor on the subject of drug and cosmetic advertising. He also urged that steps be taken to clean up the industry's advertising and congratulated the T.G.A. on its action in setting up a "Bureau of Standards" to control advertising copy.

Robinson-Patman Bill Debated

An interesting debate on the Robinson-Patman Bill for the control of chain stores was a feature of the convention. Speaking on behalf of the chains was J. J. Clark, of the Liggett Co., who presented an argument along the lines of service and economy for the public in its purchases of the industry's products. The position of the National Wholesale Druggists' Association, chief backer in the industry of the chain store measure, was outlined by Dr. E. L. Newcomb, executive vice-

president of that association. Dr. Newcomb pointed out the benefits of the small retail merchant in the economic life of the nation and urged that assistance to him would be of benefit to the manufacturers and ultimately to the public as well.

The subject was also touched upon very briefly in Mr. Mock's report as one in which manufacturers were more or less interested. Mr. Mock, however, urged that the association and the manufacturing industry in general should spend less time and effort in advancing measures in which the various groups of retailers were interested and more on their own very pressing problems. The Association took no action on the Robinson-Patman Bill.

Fair Trade Bills Considered

A similar position was advanced by Mr. Mock on the subject of State and National Fair Trade Acts. After outlining in his report the effect of court decisions on these acts and refusing to commit himself as to the possible stand of the U. S. Supreme Court on the matter, he again urged that the industry let the retailers handle these

matters which were of far greater importance to them than to the manufacturers.

A debate on this subject between Dr. Robert L. Swain, chairman of the legislative committee of the National Association of Retail Druggists, and Miss Frances Kneitel, counsel for the National Independent Pharmacists, Inc., was listened to with keen appreciation. Dr. Swain advanced the cause of the small independent, while Miss Kneitel stressed the benefit to the public of low prices together with the statement that the lower prices must still show a profit or the price appeal merchant could not stay in business. The convention took no action on the Fair Trade Act situation.

Consider Drive to Publicize Industry

At the final business session, the recommendation made by Mr. Brooks in his opening address to the effect that something should be done to curb unfavorable publicity and attacks upon the industry such as those represented by the group of "Guinea Pig Books" was followed up by Edward L. Bernays, public relations counsel. Mr. Bernays outlined the methods by which such a campaign could be carried out, but urged that before it was undertaken, certain steps were required by the industry itself.

The first of these was a careful study of the practices of the industry to determine which were good and which were bad. Then, he declared, a survey of public opinion with regard to the industry must be undertaken. Following these studies, Mr. Bernays recommended that an association or group be formed consisting of those whose standards of business conduct were high and that all others be excluded. This, he said, should be given publicity in order to acquaint the public with the character of the leading companies in the industry. After these steps had been taken, he showed that favorable publicity could readily be secured through leaders of groups whose interests lay in similar directions.

The entertainment features of the program were splendidly arranged by C. E. Kelly of Hagerty Bros. & Co., chairman, and his associates on the committee: A. C. Burgund, Carr-Lowrey Glass Co.; Charles Fischbeck, Charles Fischbeck & Co.; B. J. Gogarty, Commercial
(Continued on Page 82)

“and God slew Ananias”

by HARFORD POWEL

THIS article was ordered from me by Mr. Stephen L. Mayham, editor of *The American Perfumer*, back in February. It has been a long time in coming. But I have a reason.

What Editor Mayham asked me to do was to review current advertising of cosmetics, and say if I thought it was clean and truthful enough to attract modern American women.

To make everything easy, he clipped about twenty-five examples of current advertising by leading cosmetic manufacturers, and sent the clips to my house. A few days later I looked in the bureau drawer where I had stowed them. Gone!

"Did you see any clippings?" I asked my wife.

"I burned them," she said. "I wouldn't have the maid think you read such lousy stuff."

To replace the loss of Mr. Mayham's collection of lying and disgusting nonsense (current advertisements by the leading manufacturers of cosmetics) I asked my office boy to make a similar collection from well-known magazines and newspapers in the stock room at my advertising agency. He did so. I heard him shrieking with glee, and saw him showing his best clippings to the other boys.

He has never given more than a few of them to me. He keeps the others to read aloud to his girl in the evenings. He says his girl has a strong stomach, and thinks they are all very funny. *I don't*. And I don't think you would. The tragic part comes because all the cosmetic manufacturers I know are complaining of rotten business. How can it help being rotten when the ads they print in high-grade advertising mediums, costing from \$37.00 to \$179.90 per inch, are the kind of thing a lady burns on sight if she catches them in your bureau drawer.

I am not joking about the cost per inch. One inch in *Vogue* costs \$37.00, or if you use colors, it costs \$53.00. One inch in *Woman's Home Com-*

panion, \$179.90. Colors, \$207.00. You can hire a bang-up salesman for a period of years for less than the cost of one full page, one time, in such a great advertising medium as *The American Weekly*, which is \$17,500.00.

Yes, advertising costs money. And you might think a cosmetic manufacturer would be careful about what he says in such expensive space. He expects his salesmen and demonstrators to be very, very careful what they say to their customers—not to tell lies, not to make promises that can't be kept, not to behave disgustingly in the presence of the prospect. If his salesman were to commit a nuisance in the office of a department store buyer, he would be summarily fired and no other company would ever hire him.

But if his advertisement commits a nuisance in the nicest homes in our land—why, that's just fun!

Women are sensitive, delicate creatures. Most of them don't like you if you talk smut in front of them. Most of them don't like you to mention things like blackheads, pimples, bad breath, rashes, etc. Of course, you can find plenty of coarse women if you look for them. But the sort who read *Vogue*, *Harper's Bazaar*, *McCall's*, etc., are not the coarse kind. How do I know? Well, just to qualify as a witness, I was circulation manager of *Vogue* and editor of *Harper's Bazaar* before I went into the advertising business. I have also written plenty of ads to sell *Woman's Home Companion* and *Good Housekeeping* on the newsstands.



I know that in editorial or circulation work with all such magazines, it doesn't pay either to lie or to get rough with the readers.

Magazines exercise a faint—a very faint censorship—over the advertisements they print. In point of fact, they struggle so hard to sell advertising space that the advertiser can get away with almost anything. They don't really dare to censor him. So suppose we take a little run through the current magazines, and see what kind of advertising is being printed in them.

The first ad I notice is small, but it's headed "ITCH" in letters half an inch high. "Are you tormented with the itching tortures of eczema?" asks the advertiser, and promises quick and happy relief from a "greaseless" preparation containing "gentle oils."

Right over that one, which cost \$185.00 to print, is a depilatory cream said to be "as delightful as your choicest cold cream." When you spread it on and rinse it off, "every trace of hair is eliminated." Funny that no men shave themselves in this way, isn't it?

Now we find a concern offering a mouth-paint which "actually makes lips smoother . . . younger." If there's one thing any lipstick does, it makes women look older—and the wise ones know it, and are using the almost colorless shades, not the terrific crimsons and purples offered by most of the makers.

Now comes a real liar, a worthy successor to the mantle of Ananias, who falsified nothing worse than his income and was struck dead for it. This modern Ananias says his hair dye can "tint those streaks of gray or faded hair to lustrous shades of blond, brown or black . . . will not wash out." I dare any gray-headed reader of THE AMERICAN PERFUMER to put this on his poll before he dives into his pool, or takes his shower after golf. There will be quite a giggle from the bystanders afterward, or I'll pay you one cigar.

Now comes a lady who says "you can really look years younger . . . this amazing new youth method drops years from your apparent age . . . overcomes wrinkles and flabbiness." Well, lady, we say it doesn't. We'll supply the wrinkles and flabbiness for any public test of your "ten days intensive treatment."

Right alongside is an astringent that "smooths out wrinkles and age lines." Oh, yeah? We'll supply the age lines. Or if you think our mug is no fair,

MONUMENTS OF MENDACITY

From Current Cosmetic Copy

"How to Look Young as a Girl—free book tells secret. Crows' Feet, Wrinkles, Double Chin, disappear. You look 5 to 10 years younger. Amazing how easy it is."

"How to Really Look Years Younger. Whether 17 or 70, you can really look years younger and grow more beautiful as you grow older!"

"Look Young! Free Book Tells How. You can easily erase wrinkles, crows' feet, hollow cheeks, double chin, and other marks of age."

"The secret of beautiful body skin—yes, you can have a lovely, more alluring body, easily! quickly!"

"Your lips can live an exciting life. A new secret ingredient adds a moist gleam, a youthful lustre to your lips . . . excites your whole personality with its living gleam."

"You have won him—now you must keep him! Rich, ACTIVE lather sinks deep down into the pores, carries swiftly away every vestige of dust, dirt-imbedded rouge and powder."

"Today's touch says friendship—in a month it can say love. Yes, within 30 days! There is proof in abundance that you can have skin loveliness quickly now . . . that your complexion can be clear and fine, no matter what its present faults."

"Lips that make men say 'Will you?' These are the lips that men long to kiss. Soft, natural lips . . . it becomes a part of your lips, not a coating."

we'll find you a lady aged as much as fifty, for public test. Or you can sue. It would be fun to stage this act in a court room, and all the newspapers look for good, clean fun in summer.

As an old-timer, I'm not going into "feminine antisepsis" in this article. The adjectives used to describe the various preparations, however, are just wonderful. "Soothing" is a favorite. Whom does it soothe, the wife or the husband?

All the above quotes are from the advertising pages of one of the widely circulated magazines, printing more than 2,000,000 copies. Now let's take a "class magazine," printed on shiniest paper, and appealing to women of large wealth and culture. Open at random. You find a beauty cream in which "negative electricity attracts the positively charged impurities deep in skin pores." Positively! And if you don't like that one, you only turn a few pages before you find a face powder "so gauzy sheer it makes you look youthfully unpowdered." And if that's no attraction, how about the Fifth Avenue outfit that advertises "a luscious rosy concoction that does heavenly things to your skin?" How about buying a rouge "that goes into the skin and stays there"? Especially if this very rouge is "absolutely undetectable—only an expert with a magnifying glass could detect that the color of your cheeks wasn't natural!"

Isn't that the stuff to give the troops? In point of hard fact, it isn't the stuff. The cosmetic advertisers are complaining, as I've said. They are firing advertising managers and advertising agencies right and left. The public isn't buying as the public once bought—with its eyes shut and its purse wide open.

So long as even a few advertisers of cosmetics continue to lie and to be disgusting, just so long will the whole cosmetic industry suffer. Women are crazily eager for beauty all their lives. Why lie? Why employ advertising writers who haven't enough experience of life and business to know the value of ordinary honesty? Why let a clown take your selling message into the ball-room?

The plain fact is that the people—99 in every 100 of them who write cosmetic advertising—are not smart enough to write any other kind of advertising. Go to any agency that handles cosmetics, and ask to see the people who actually write the cosmetic copy. Ask to see the "contact man" who submits that copy for the advertiser's approval. If out of every hundred of these men and women you find more than one who is obviously competent, and who has had some medical or dermatological training, I will send you a box of expensive cigars.

Or its equivalent in high-grade beauty preparations, if you prefer.

PRESERVATIVES for Cosmetics

ALBERT SUESS describes the characteristics of a variety of chemical preservatives having desirable properties for use in cosmetics and toilet preparations.

It is well known that many products and preparations of the cosmetic and pharmaceutical industries are infected and spoiled by micro-organisms. The spores of bacteria, molds and yeasts cause alterations in such a way that many of these products cannot be used for their intended purposes.

To eliminate their contamination several methods and processes have been devised, tried and applied with more or less success. They can be classified as physical and chemical. It is not the object of this article to discuss the physical methods, but it may be said that they consist of the application of temperature (Dehydration, Tyndallisation, etc.), and filtration. Preservation by temperature is indicated in Table I.

Filtration enables us to produce sterilized liquids free from bacteria and their spores by means of specially constructed filters and the use of vacuum pressure. While the above physical methods produce full or partial sterilization and some of them can be used with certain cosmetics and pharmaceuticals, they do not all afford a lasting effect. Any product subsequently infected may be the cause of considerable damage and loss of money. Therefore, it is essential to look for other ways to bring the spores and life of the micro-organisms under our control.

Fortunately we have a number of chemicals which possess very powerful antiseptic properties. However, not all can be utilized in the manufacture of cosmetic and pharmaceutical products as some of them are strong poisons (mercuric chloride) and others have an unpleasant odor (phenol, cresol, chlorthymol).

An ideal chemical preservative or antiseptic should have the following qualifications:

It must not injure the health, internally or externally.

It must be a strong antiseptic against microorganisms.

It must not alter or change the character of the preparation.

It must be miscible and soluble.

It must be tasteless and odorless, or at least agreeable to both senses.

Looking over the possible chemicals, none of the older ones answers all these requirements. We have a few organic acids at our disposal having at least some of the requisite properties. Among them are sulfurous acid, formic acid, benzoic acid and orthohydroxy benzoic acid (salicylic acid). Practically all of the above requirements are met by the parahydroxy benzoic acid,

methyl-, ethyl-, propyl-, butyl-, and benzyl esters.

Before we say more about these esters it seems advisable to consider benzoic acid, salicylic acid and parahydroxy benzoic acid. Benzoic acid C_6H_5COOH is a strong antiseptic and its use is very general in cosmetics and pharmaceuticals, (0.1—0.5%). It forms white crystals which dissolve in water (1p in 270 parts at 20°C.), much better in alcohol (1p in 2 parts at 20°C.), ether, and very easily in fats or oils. It does not irritate the skin and has no keratolytic effect. It can be utilized in neutral or alkaline preparations. In soap, excess alkali is neutralized and it acts against rancidity. Benzoic acid produced by sublimation from Siam benzoin (20-25%) has an

TABLE I

Products	Degree of Temperature	Duration	Remarks
Food, fruits, vegetables, etc., fats, oils	Around the freezing point and lower	Any time	Life of bacteria, molds, yeasts is practically at a standstill, but not killed
Containers of metal, glass, etc.	Dry heat up to 160° C.	1 to 2 hrs.	Sterilization
Food, fruits, vegetables, fats, etc.	Heating in steam normal pressure at 100-110° C.	30 to 60 min.	No sure sterilization. Often spores are not destroyed
Canned meats, fruits, vegetables	Heating in steam, above normal pressure at 110-120° C.	30 to 60 min.	Sterilization
All kinds of preparations	Tyndallisation 80-90° C.	1 hour on 3 successive days	Sterilization
Milk, fruit juices, etc.	Pasteurizing. Heated up quickly below normal pressure at 60° C.	10 to 15 min.	Partly sterilization
Fruits, vegetables, mushrooms, etc.	Dehydration, gentle heat at 25-50° C., no pressure	Many hours, sometimes days	The natural water contents must be evaporated to a minimum of 2-7%. No sterilization, but not perishable

agreeable aromatic odor while synthetic, has very little. With the light metal, sodium, benzoic acid forms sodium benzoate (C_6H_5COONa) which is also a very useful antiseptic (0.3—0.4%), adding good solubility in water (1_p in 2 parts at 20°C.) to its advantages. The benzoate and the acid may substitute for each other. Sodium benzoate is applied preferably in preparations having an acid reaction, benzoic acid being liberated.

Today, benzoic acid and its sodium salt are preferred to salicylic acid ($C_6H_4OHCOOH$ [2,3]) or orthohydroxy benzoic acid. This acid acts as an antiseptic in weak solutions, but keratolytic in stronger, concentrated ones or when used in powder form. In the latter, it causes nasal irritation and sneezing. Some preparations with salicylic acid incorporated, have a tendency to discolor. The solubility in

water is poor (1_p in 500 parts at 20°C.), better in fats, oils, glycerin, very good in alcohol and ether. The acid is used as an antiseptic in concentrations of 0.1%—0.5%, kertolyticly up to 20% and over. It is found in nature as methyl

ester ($C_6H_4OHCOOCH_3$) in the bark of *Betula lenta*, in the leaves of *Gaultheria procumbens*, in the flowers of *Ulmaria*, as glucosides in *Salix Paecos* (Salicon) or *Populus alba*, etc. (Populon). It is produced synthetically from sodium phenolate. Sodium salicylate, ($C_6H_4ONaCOONa$), the sodium salt of salicylic acid has no value as a preservative and hence it is not used in cosmetics, but it is of medical interest.

Parahydroxy benzoic acid ($C_6H_4OHCOOH$ [1,4]) is a more powerful antiseptic than phenol, being twice as strong. It crystallizes with 1 water in monocline prisms, is soluble in 200 parts water at normal temperature, in alcohol, ether and fats. The watery solution tastes a little sour. With ferric-chloride solution it forms a yellow amorphous precipitate. It may be produced by melting resins as benzoin, aceroides or dragon's blood with strong alkali (KOH) or by oxydation of paracresol.

More important as preservatives are a number of esters of parahydroxy benzoic acid:

Methyl parahydroxy benzoate
 $C_6H_4OHCOOCH_3$ (1,4)

Ethyl parahydroxy benzoate
 $C_6H_4OHCOOC_2H_5$ (1,4)

Propyl parahydroxy benzoate
 $C_6H_4OHCOOC_3H_7$ (1,4)

Butyl parahydroxy benzoate
 $C_6H_4OHCOOC_4H_9$ (1,4)

Benzyl parahydroxy benzoate
 $C_6H_4OHCOOC_6H_5$ (1,4)

These esters have been the object of considerable research in relation to their antiseptic power and value for preservation by a number of scientists, among them: Sabalitzschka¹, Eschenbrenner². Articles have been published in several periodicals about their application in syrups³, jellies and mucilages⁴, hydrogen peroxide⁵.

TABLE II

Microorganisms	Yeasts—Bacteria	Staphylococcus Species	
	Anti-fermentation power	Life-killing power	Life-hindering power
Preservative			
Phenol	1	1	1
Methyl ester	3.0	2.6	3
Ethyl ester	8.5	7.1	8
Propyl ester	25	15	17
Butyl ester	40	24	32
Benzyl ester	69	83	109

TABLE III

Cosmetic and Pharmaceutical Preparations	Parahydroxy benzoic acid esters. Quantities required in per cent.				
	Methyl-ester	Ethyl-ester	Propyl-ester	Butyl-ester	Benzyl-ester
Capsules	0.1	0.03	0.01	0.005	0.003
Creams:					
Free from fat, oil	0.15	0.05	0.02	0.01	0.01
Low content of fat, oil	0.3	0.1	0.03	0.02	0.01
Medium content of fat, oil	0.5	0.15	0.1	0.07	0.05
High content of fat, oil	1.0	0.3	0.2	0.15	0.1
Containing cholesterolin, lecithin, hormones	0.3	0.1	0.03	0.02	0.01
Emulsions:					
Almond milk	0.15	0.03	0.01	0.005	0.005
Casein, milk products	0.3	0.1	0.03	0.02	0.01
Low oil content	0.3	0.1	0.03	0.02	0.01
High oil content	0.5	0.15	0.1	0.07	0.05
Extractions from Drugs:					
Decocts, infusions, macerations, extracta fluida et aquosa, electuary, saponin	0.15	0.05	0.02	0.01	0.01
Eyedrops, Injections	0.05	0.01	0.003	0.002	0.001
Fats, Oils, Ointments	0.5	0.15	0.1	0.07	0.05
Hairwater:					
Alcoholic, antiseptic	0.3	0.1	0.03	0.02	0.01
Jellies:					
Gelatine, Agar, Glue, Pectin, Starch	0.15	0.05	0.02	0.01	0.01
Lipsticks	0.5	0.15	0.1	0.07	0.05
Mouthwashes:					
Antiseptic, 20% alcoholic	0.5	0.15	0.1	0.07	0.05
Mucilages:					
Acacia, Tragacanth, Iceland moss, Linseed, etc.	0.15	0.05	0.02	0.01	0.01
Peroxides; Perborates:					
Magnesium, Zinc, Perhydrol, Sodium perborate	0.25	0.1	0.04	0.02	0.01
Pills	0.1	0.03	0.01	0.005	0.003
Powders:					
Face, Body, Hand, Foot	1.0	0.5	0.2	0.15	0.1
Syrups:					
Medical, Fruit	0.15	0.05	0.02	0.01	0.01
Soaps:					
Toilet, Antiseptic	0.5	0.15	0.1	0.07	0.05
Solutions, Mixtures:					
Chemicals, medical colors, H_2O_2 (3%), etc.	0.15	0.05	0.02	0.01	0.01
Suppositories:					
and similar products	0.5	0.15	0.1	0.07	0.05
Tooth Preparation:					
Powders, pastes	0.25	0.1	0.04	0.02	0.01
Wax, Stearates	0.3	0.1	0.03	0.02	0.01
Yeast, dry cake	0.25	0.1	0.04	0.02	0.01

It is quite interesting to review the effect of the esters on the life of microorganisms. The results obtained are surprising and are shown in Table II, giving phenol the value one:

The esters are far more powerful against microorganisms than phenol and according to Winter⁶ and the above table, they have a certain proportional relation in their antiseptic power to each other. Based on the methyl ester as one, the following equivalence exists:

Methyl ester, 1 g., is equivalent to 1 g.
Ethyl ester, 2.8 g., is equivalent to 0.36 g.
Propyl ester, 8.3 g., is equivalent to 0.12 g.
Butyl ester, 13.3 g., is equivalent to 0.08 circ.
Benzyl ester, 23 g., is equivalent to 0.05 circ.

The propyl ester is about 8 times stronger antiseptically than the methyl ester or about 3 times stronger than the ethyl ester. The most powerful one is the benzyl ester, being 23 times as strong as the methyl ester, indicating that the antiseptic power increases with the increasing molecular weight.

The esters are non-poisonous. Actual trials made with animals and men have shown that a daily dose of up to 2 grams over a period of one month had no effect at all. They do not cause irritation on sensitive skins, have no odor and react neutrally. Their solubility in 30 to 70% alcohol is from 1% to 20%, in acetone up to 25% and over, in fats, oils, 2-3%, in glycerin 0.05-1.5% and in water of 20°C. it varies from about 0.01% for the benzyl ester up to 0.25% for the methyl ester, meaning that it decreases with their increasing molecular weight. The quantity of benzyl ester in general is enough to be practically useful for quite a number of preparations because its strong antiseptic power compensates for its poor solubility in water.

In Table III, quantities of the various esters are given in relation to many cosmetic and pharmaceutical preparations. They are held on the high side and may be reduced according to requirements. For practical reasons it is best to make concentrated solutions of the esters in 90% alcohol or dissolve powders of esters in a part of the oil or fat to be used for product:

The esters which form white crystalline powders stand far above many known preservatives and give, without

any doubt, excellent results in preserving cosmetic and pharmaceutical products. They have been adopted by the *Pharmacopoeia Helvetica V* (Swiss Pharmacopoeia) for a number of preparations and have been recommended likewise by the German and Austrian governments. All these esters are available and may be bought under various trade-names. There exists also a sodium salt having $\frac{1}{4}$ less antiseptic action, but a far better solubility in water and mixtures of esters. A combination of the methyl and propyl esters is supposed to give very good results and efficiency. All antiseptics used up to

now may be advantageously replaced by the esters in many preparations. No doubt, they represent a decided advance in the preservation of cosmetics, pharmaceuticals and as well as food products.

Bibliography

Arch. Pharm. 1929, 267, 172.
Pharm. Zentr. H. 1934, 75, 17.
Pharm. Ztg. 1926, 71, 496.
Apoth. Ztg. 1926, 4, 635; *Chem. Ztg.* 1927, 51, 301.
Pharm. Zentr. H. 1929, 74, 1670.
Handbook d. ges. Parf. u. Kosmet., Winter, 1932, P. 254, P. 372.



Each month in this department, our Merchandising Editor, Mr. Cowling, will present facts and ideas of interest to the manufacturer. We may not always agree with his conclusions and perhaps you, as readers, may also have different viewpoints. We invite you to write to Mr. Cowling, commenting on his ideas or advancing your own. After all, a blackboard is a place where problems are set down to be discussed and solved. While no prizes will be awarded, Mr. Cowling will welcome interesting solutions and contributions from his readers and give them space on "The Blackboard."—EDITOR.

HEARTENING INDICATIONS

The head of one of the pine boardiest of cut-rate drug chains was in to see us the other day. He came to tell us of their plan for "trading up" some, if not all their stores.

"We're going to set the toilet goods departments in those stores firmly on a class basis," this executive told us. "Not all our stores, due to their location, can sell high-grade toiletries, but in such stores as we feel there is a pos-

sibility, we are definitely going in for the best lines, and merchandise them on a sound, ethical basis."

We just sat back and beamed. You can talk of laws and Federal regulations and special taxes till the cows come home, but a well-founded conception of sound merchandising beats them all.

Possibly some toilet goods manufacturers are, all unwittingly, carrying on a schedule of education that is here and there coming to fruition. We believe firmly that a considerable portion of the price-cutting evil can be laid at the doors of a considerable portion of the manufacturers. The ethical ones who go their ways, striving constantly to maintain their prices in the face of many setbacks, indubitably do much to overcome the trouble caused by those others who, if they do not actively encourage the practice, at least condone it.

When retailers who have been most notoriously active in this practice of giving away profits, come themselves into the ethical fold, those manufacturers who have never deviated from the straightforward policy of absolute maintenance can take heart and entrench themselves more firmly.



SPECIAL RECOGNITION: Here is a lotion bottle which is a delight to use. The curved sides fit comfortably into the palm of the hand, and the inverted circles in front and back serve as resting nooks for the fingertips. This package by Helena Rubinstein contains her "Town and Country Make-Up Lotion," for use as a foundation and powder base, and its only decoration is a bright gold metal cap and gold wrap-around label.

New products

by MARY L. GOODMAN

1

REVILLON: This exclusive furrier is sponsoring these imported perfumes which carry out the high standing of the establishment. As they are primarily recommended for perfuming furs, the odors are heavy and pungent, but are none the less pleasing and very lasting. The containers are smart and individual, and the twin bottles, which contains the "Amour Daria" and "Tornado" odors have curved sides which fit into each other, giving the appearance of a square bottle with two stoppers.

2

ELIZABETH ARDEN: Two powders, designed to affect harmonizing tones, are contained in this "New Complexion" box. Different color combinations are available, and the soft camel's hair brush is provided for blending the powders on the face. The attractive shell pink box is a sturdy con-

tainer and has a hinged cover and gold edge trim.

3

ROSE LAIRD: Another new product from this establishment is "Solo Masque," a liquid preparation applied to the skin with a brush which forms into a mask. The glass jar has a white metal cap and a label on the back gives directions.

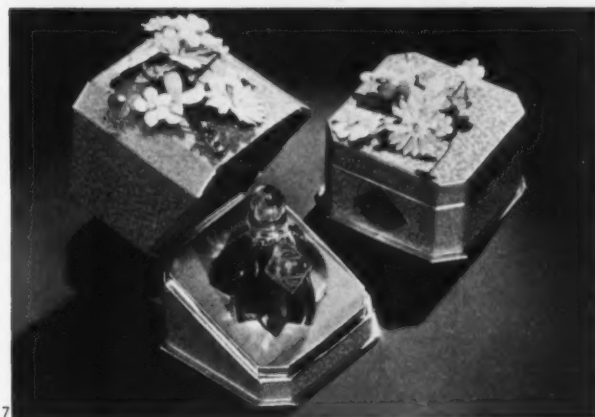
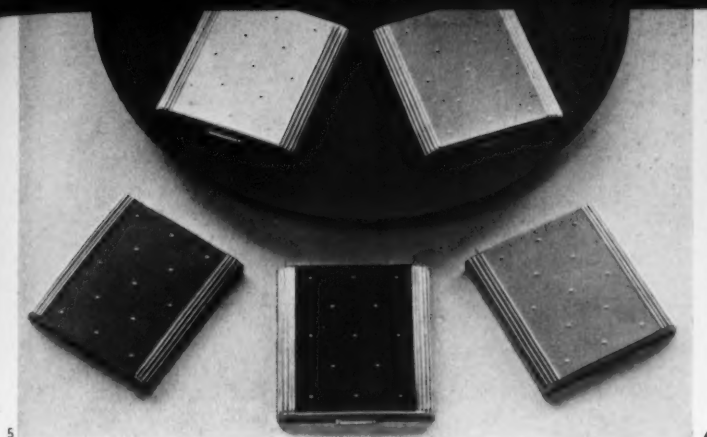
4

GERMAINE MONTEIL: An ingenious Bon Voyage package consisting of cleansing cream, night cream, face powder and other make-up items in sizes that will last during the length of a voyage. The basket is in natural cream and brown in harmony with the colors of the Monteil packages, and contains tiny powder puffs in vivid coloring

tucked in between the items. A "Cellophane" wrapping and large satin bow complete the smart ensemble. This package was introduced as a salutation to the arrival of the new *Queen Mary*, and miniatures of the ship are used in conjunction with window displays.

5

HARRIET HUBBARD AYER: To complement the lighter toned handbags and clothes of the summer season, this company introduces five new vanities in the shades of spring and summer flowers. The back, frame and tiny pin dots embossed on the lid are golden, but the lid itself is available in acacia yellow, hydrangea blue, nasturtium, black tulip and gardenia white. They contain a generous sized mirror, and have compartments for loose powder and rouge, or for powder alone.



And packages

6

MYRURGIA: Three more perfumes from this Spanish house, each totally different and yet equally delightful. The containers share honors with the elegance of the odors, being very handsome and quite unusual. The "Hawaii" bottle of skyscraper design has a clear glass square stopper. The box is covered with suede-finish ivory paper on which are irregularly pasted strips of real straw. The "Sprint" perfume, recommended for sports use, is in a charming little round bottle made up of inverted panels. It fits into a shiny aluminum case on top of which is embossed the company's trade mark. "Clavel de Espana" is the truest carnation scent it has been our privilege to examine. The smart bottle has silver and red labels, and the box has a curved silver cover on which are printed two carnations in color and the name in black.

7

MARY DUNHILL: Perfume and face powder called "Flowers of Devonshire" in which the name is effectively carried out in the packages. The perfume is a pleasing floral bouquet and quite lasting. It comes in an attractive round notched bottle with glass stopper and a double-faced silver label is pasted on the ends of the silver cord around the neck. The inside of the box is covered with light blue velvet and cut out to fit the contours of the bottle. The inside cover is silver and the outside is in the same blue tone embossed in silver. A spray of flowers decorates the front of the box. The face powder is similarly packaged.

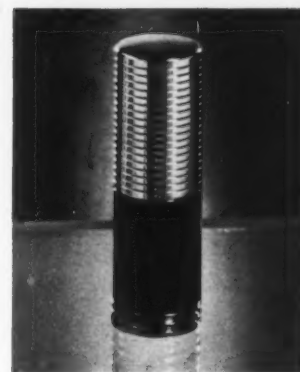
8

BARBARA GOULD: This new lotion designed to prevent sunburn and encourage tanning has just been introduced. It comes

in a four-ounce bottle with red molded cap and has a buff label printed in black and red.

9

MARTHA WASHINGTON: Semi-dry lipstick especially designed for warm weather. The company claims it is highly indelible and retains enough basic oil for smooth application without undue creaminess. It is available in several shades and comes in a smart black and silver container.





10



11



12



13



14

10

KATHLEEN MARY QUINLAN: Three new preparations, cleansing cream, tonic lotion, and tissue cream, prepared especially for the supersensitive dry skin. In line with the company's policy, these items were created for one particular type of skin. They are packaged in the regular Quinlan containers with red and black front labels, and plain direction labels on the back.

11

AZIZA: Eye preparations imported from France now being distributed by Al Rosenfeld, Inc., New York. The cosmetique, available in all the popular colors, including silver and gold, comes in a green and gold box and has a brush with a double row of bristles. The eye shadow in a metal container, and the cosmetique remover in the tube, carry out the same color scheme.

12

CONTEMPORARY DESIGNERS: Here are three boxes, made of natural maple wood which would make attractive containers for face powder and perfume bottles. The covers have brass knobs and fit tightly on the boxes. Nothing quite like this has heretofore been used in this industry, and as the boxes can be made in different shapes and sizes, there are many possibilities for their adaptation to various products.

13

ST. DENIS: These preparations have been especially packaged for introduction at special prices and form an attractive trio. The bath powder is in a cream colored box and a wreath of flowers in pastel tones is printed on the cover. The bath crystals are in a "Cellophane" bag with the same floral trim,

and the color of the crystals harmonizes with the bath powder box. The eau de cologne, with white metal cap and silk cord trim, carries out the same color scheme.

14

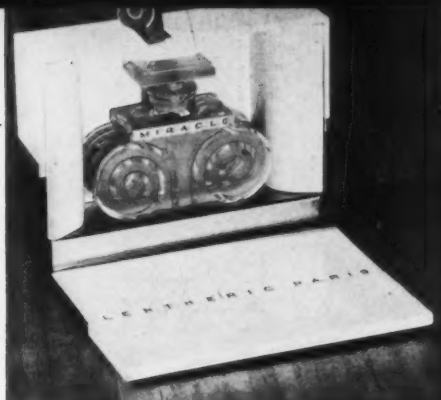
DOROTHY GRAY: Among the many new tanning preparations is this new Beach Oil recommended as a lubricant to prevent sunburn and permit a deep tan. Packaged in tall square bottle with gold metal cap and gold label.

15

ELMO: Combination set of cleansing cream, texture cream and masque now being specially featured by this company. The attractive opal jars have navy metal caps and navy labels, and the box is in turquoise with white cover.



15



16



17



18

16

LENTHERIC: The ever-popular "Miracle" perfume now makes its appearance in an attractive new dress which carries out the charm of the odor itself. The flacon is a replica in crystal of the cap of a Grecian column with scroll pattern also etched in crystal. The box is a purse type container simulating a smart evening bag, the cover of which is clasped by a gold-finished metal medallion. A narrow band of gold separates the contrast of black and white on the outside of the box.

17

MORNY: Here is a black soap imported from England that has a white lather and stays black until it is entirely used up! It is available in toilet, bath and guest sizes, and is scented with the company's "Chaminad" odor. The cakes are wrapped in "Cellophane" with white label, and are attractively presented in a white box with black edge and hinged cover. Quite good-looking, but unfortunately so similar to the packaging of another foreign firm that we feel it may have a confusing reaction on the buying public.

18

MOREY: Sunburn film recommended to produce an even tan and prevent and relieve sun and windburn. This product is packaged in an attractive black and white tube and carton, with complete directions for its use on the back of the tube.

Not Illustrated

LENTHERIC: Gardenia-scented toiletries, which include bath powder, talcum, sachet in powder form, and satin sachets, have recently been introduced to supplement the company's "Gardenia de Tahiti" perfume and bouquet. The bath powder is packaged in the regular Lenthéric black and ivory enamel box with velours puff, while the talcum and powdered sachet are in flat, ripply-surfaced bottles. The satin sachet is available in little bags fringed at the top and tied with tasseled cord and also in flower basket shapes with ribbon handle and trim. Both types are of white satin and the ribbon and cord trimming are a golden green.

RUBINSTEIN: Another sun preparation from this concern is a sun-tonic in lotion form, non-greasy and non-sticky, recommended as an effective sunburn preventive. It comes in a smaller version of the "Town and Country Make-Up Lotion" and has a white moulded cap and white and red label.

OGILVIE: "Camomile" shampoo powder and rinse for blondes has just been introduced, and this comes in smart envelopes of blue and buff with embossed thistle design. Henna Shampoo Powder has also been repackaged with the addition of a new rinse in similar envelopes of henna and buff.



19

19

NADINOLA: Summer, of course, is a good time to push freckle cream, and this company has repackaged its product in an attractive little opal jar with gray metal cover. A label on the bottom gives directions for its use. The carton is in green and white on which is printed some descriptive matter of this preparation.

Copeland Bill Situation Confused— —French Trade Agreement Studied

by FELIX A. BELAIR, JR.

WASHINGTON, June 2.—As another session of Congress draws to a close without action on the Copeland Pure Food and Drug Bill, its proponents are torn between the kindred emotions of elation and sorrow. There is sadness because so much time, labor and money have been spent in vain, so far as this session is concerned. But this is tinged with the consolation felt by some of those who have been pushing the measure that no bill at all is better than the one finally brought before the House.

For one who has watched the day-to-day progress of this much-beleaguered measure, it is difficult to realize that it is not to pass this session. That, at least, is the outlook at this writing. To begin with, the revisions in the bill made by the House sub-committee on Interstate Commerce are far from acceptable to the Administration. And much as a bill is desired by President Roosevelt and the Department of Agriculture, nothing is to be permitted to stand in the way of adjournment.

The past month has been a crucial one for the legislation under discussion. President Roosevelt is understood to have told Representative Rayburn during the course of a cruise down the Potomac that he wanted the bill passed this session. He is understood further to have informed the House Commerce Committee chairman that the bill should be passed in such form as to give the Department of Agriculture exclusive jurisdiction over its enforcement.

Nevertheless, the measure as reported to the House vested in the Federal Trade Commission jurisdiction over advertising of food, drugs and cosmetics. And here is another interesting thing: Chairman John O'Connor of the House Rules Committee told

the *American Perfumer* today that he had not been asked to report a rule on the measure and had no intention of providing one. It will be remembered that without a rule from that committee, it is virtually impossible to get a bill before the House for a vote, particularly if it is of a controversial nature.

Now, the House Rules Committee has never been known to fail on a White House suggestion that a certain bill be brought up. That is what is so puzzling about the whole thing. The President stated in a press conference not more than a week ago that he wanted the bill passed. It has then been reported to the House. And yet, unless ordinarily reliable sources do not know what they are talking about, there will be no bill this session.

It is quite possible that by the time this report is published, Congress will have adjourned and gone home to mend political fences in preparation for the coming political campaign. In that event it will be quite definitely known whether the bill has or has not been passed and all this may seem superfluous. It may be worth recording, however, as an example of the many factors constantly bearing on legislative processes in the nation's capital.

Danger of Divided Responsibility

Chief Campbell of the Food and Drug Administration has said it would be better not to have any bill than to divide responsibility for its enforcement between the Department of Agriculture and the FTC. The same statement is reported to have been made recently in private conversation by the President. Assuming the latter to be true we seem to have the explanation

for the lack of enthusiasm on the House side for the thrice revised measure.

As reported to the lower chamber, the Copeland bill would vest the Food and Drug Administration with jurisdiction only over label and package literature. It retains the multiple seizure provision of the Senate bill permitting mass confiscation where advertising was definitely false, fraudulent or misleading. The Administration also would be excused from bringing court action at the place of seizure.

The bill would permit the filing with the Secretary of Agriculture of statements by manufacturers concerning proprietary product contents in lieu of stating them on labels. Public health and food standard committees as proposed in the Senate version are also deleted in that reported to the House, but there would be an opportunity of appeal to the courts from decisions of the Secretary.

Instead of public health and food standard committees, the House Bill would require publication of regulations issued by the Secretary on at least thirty days' notice. Such regulations would not become effective until ninety days after promulgation.

An important revision in the House draft would change the punitive sections to require a showing by the Secretary that cosmetics and other products involved were definitely injurious to health or were certain to have injurious effects. As adopted by the Senate the measure would give the Secretary discretion to rule that a commodity "may" be injurious.

There are few legislative undertakings in recent years that have had the benefit of such lengthy consideration as the measure under discussion. Few have been more vigorously opposed. And for the interest of the trade it

might be worth reporting that the fight is a long ways from finished. Opposition now comes from a new and unexpected quarter. The opposition is not open, but it has been suggested to influential members of both houses of Congress that neither the Department of Agriculture nor the FTC but the Commerce Department is the proper agency to administer the statute if and when it becomes law.

The effect of this and other suggestions emanated from one executive branch has been to confuse the minds of members otherwise friendly to the measure. The Congressional reaction has been that if the executive branch of the government does not know what it wants, how can Congress be expected to interpret its will. There can be little doubt that this somewhat subversive wrangling between the Agriculture Department and the FTC on the one hand and the advocates of Commerce Department jurisdiction on the other, have hindered progress of the food and drug measure this session.

New Trade Agreement With France

Among government officials interested in cosmetics and toiletries trade there has been considerable discussion of the recently promulgated reciprocal trade agreement with France. Although pardonable pride of authorship must be taken into account in all such conversations, it is the studied opinion of those who prepared the schedules of concessions by us on French perfumes and essential oils that we came out on the long end of the bargain. And judging from their apparent fear that the French will soon become aware of this, it would seem the officials might be right about their opinion.

Here is what the State Department says of the concessions referred to:

"Domestic manufacturers will benefit by the reduction in essential oils from 25 to 12½ per cent. Essential oils come from many countries, but France is the chief supplier of the group as a whole. The reduction applies to all essential oils except the citrus oils and peppermint oil, which are produced in volume in the United States, and eucalyptus oil, which already bears a 15 per cent rate and which comes wholly from Australia.

"Perfumes of well-known French names enjoy an established business in the United States. Part of these are

imported bottles and part as mixtures which are diluted and bottled in the United States. The former will benefit by a reduction from 40 cents a pound and 75 per cent to 40 cents a pound and 37½ per cent on the contents (i.e., from 78 to 40 per cent equivalent ad valorem), and from 75 per cent to 37½ per cent on the hand-blown bottles.

"The mixtures will be reduced from an equivalent ad valorem of 54 per cent to one of 34 per cent. These imports are, in general, luxury items, whereas the domestic production of perfumes sells at lower prices to a different class of buyers and serve a different demand."

In short, it is the belief of the State and Commerce Departments that the United States has at the same time made concessions to France on toiletries and cosmetics and obtained an advantage to domestic manufacturers, importers and the consumers generally. It is admitted unofficially, of course, that an exception to this may be found in the case of branch factories of French perfume manufacturers located in this country. It is felt that if the tariff reductions accorded by the treaty

are reflected in lower prices to consumers and retailers, the imported French product may come more directly into competition with that of branch plants.

And in that same connection there appears some difference of opinion between the cosmetics trade and government economists as to whether the reduced duties on French perfume imports will be passed on to consumers. Information reaching government officials from the trade is to the effect that reduced import duties will not mean lower prices. This is thought to be true as a general proposition, but with exceptions.

In the latter category is placed the instance of a large New York department store management with a reputation for catering to all classes of trade. Although the small retailer or even the wholesaler may not be disposed to pass on the duty reductions in the form of lower consumer prices, it is felt that larger retail houses that import directly, may do so. It is believed, too, that this influence may spread throughout all of that section of the trade dealing in the more expensive French perfumes.

RECENTLY ORGANIZED COMPANIES

Alni, Inc., Detroit, toilet preparations, \$10,000. Organized by John Hartman.

Bienaimé, Inc., New York, perfumes, cosmetics, \$1,000. Filed by Rodrigue Bertol, 610 Fifth avenue, New York.

Gerard J. Danco, Inc., New York, essential oils, 250 shares no par value. Filed by Hays, Wolf, Kaufman & Schwabacher, 30 Broad street, New York.

D'Orsay Sales Corp., New York, cosmetics, 200 shares. Filed by Weil, Gotshal & Manges, 60 E. 42nd street, New York City.

Elie, Inc., New York, beauty preparations, \$10,000. Filed by George Baker, 92 Liberty street, New York.

Cralo Chemical Co., Inc., Rensselaer, N. Y., compounds, dyes and pigments, and perfumes and toilet articles, \$20,000. Filed by Thos. F. McDermott, 90 State street, Albany, N. Y.

Croxonol Sales Corp., New York, depilatory products, 200 shares no

par value. Filed by Wm. Donahue, 17 E. 42nd street, New York.

Forvil, Inc., New York, perfumes, toiletries, \$20,000. Filed by Morris Shapiro, 320 Broadway, New York.

Grohair Corp. of America, Fort Worth, Tex., hair tonics, etc. Incorporators: Milton S. Simon, William Millberger, Jr., and J. D. Herman.

Hartman Laboratories, Inc., Detroit, toilet preparations, \$15,000. Organized by John Hartman.

Kern Laboratories, drugs and cosmetics, 800 South Kedzie street, Chicago. Formed by John Kern, W. G. Youngsman and Isidor Fox.

Marvel Wave Oil, Inc., 604 Hoffman building, Detroit, hair oil, \$10,000. Organized by Esther Lemberg.

Morin Perfumes, Inc., New York, cosmetics, 100 shares no par value. Filed by Irving D. Neustein, 270 Broadway, New York.

Nu-Tone Products Corp., New York, beauty products, 100 shares, no par value. Filed by Elias Feinsod, 9 E. 40th street, New York.

desiderata

by MAISON G. de NAVARRE

■ **COLOGNES** This summer, the perfume of many women will be just good, old-fashioned cologne. Like the floral odors, this fine toilet water has staged a comeback. Choice cologne compounds can be bought from any of the essential oil or aromatics houses. Dissolve from 3 ounces upward of the compound in alcohol. Use from 10 per cent upwards of orange flower water as a toner, blender and diluent. The novice will do well not to make his own compound, though this can be done. Look around and buy one already made. But remember that you cannot sell your four-ounce cologne to that class of trade willing to pay a dollar or more, unless you, in turn, are willing to pay more than \$5.00 a pound for your compound.

■ **SUNBURN LOTIONS** Each year at this time, increased interest in this class of preparations is manifested. Hardly a day goes by, but that someone either calls or writes in asking about the formulation of these products. This year, more than in years past, important and useful sun filters are offered by the aromatics industry. There are menthyl salicylate and benzoate, the benzoate, perhaps, a bit better than the salicylate, quinine salts—especially the bisulfate, beta-oxy-naphthoic acids and several trade named products that are all very useful. Today, there need be no reason why inferior, or products with poor filtering action, be sold to the consumer, causing him to lose faith in this type of cosmetic which promises to be a nice summer item.

■ **TWO NEW INGREDIENTS** A midwestern packing house offers two new materials to the cosmetic industry. One is a fatty base with a satin-like look to it. It is of animal origin. Makes a nice base for skin creams intended to lubricate or "feed" the skin. A little cholesterol, lanolin or/and cetyl alcohol added to this will help it absorb water. The resulting product will be a nice face cream, easily perfumed. The other product, is also of animal origin. It is a hard substance,

intended for stiffening creams or ointments. It may replace waxes easily, and thus give you creams entirely free of mineral derivatives.

■ **NO MORE STOCKINGS** The legs have at least twice as much surface to cover as does the face. Just imagine selling powder of some kind or other for this purpose! Hold on, brother! Not so fast. Just any kind of powder won't work. It is inclined to be too shiny. But I have just seen a new powder, each particle of which is tinted, that fits the bill so nicely that you will cry your eyes out for not knowing about it sooner. And the tints! Any shade of hose you want. (Powder foundation and depilatory sales ought to profit by this, too.) The girls will be saving themselves many, many dollars

this summer otherwise spent on hose. Now, you may want to know how this looks in actual use. Here's how. After looking for prospective legs, I found four models, with eight nice pegs, I mean legs, and applied the stuff as is—no powder base or nuthin', and each looked better with the special powder than with hose. So much cooler, too. Profitable summer item—? You think it over.

■ **OIL BLEACH** Another hair specialist tells about the new types of oil bleaches in the *American Hairdresser*. It seems that the oil bleach consists of peroxide or similar solution, another oil solution and occasionally a special powder. The composition of each is pretty much secret. However, you add some peroxide to the oil solution and stir to a creamy fluff. This fluffy material is applied to the hair. It gives new life to the hair as well as bleaches it. Then, too, it holds the bleaching material right to the hair so that the maximum action can be had. Not a bad idea, eh?

ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

R. M. Gattefosse, writing in *la Parfumerie Moderne*, 30, 49, 1936, discusses formulation and the different types of hair preparations. The products mentioned are fixatives, nutritives, lotions, massages and vegetals.

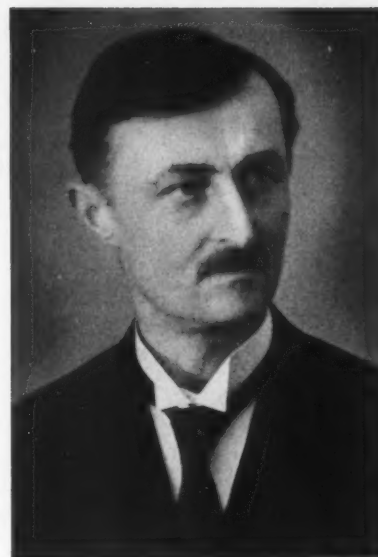
Hartley and Linnell in *Quart. J. Pharm. & Pharmacology* 8, 674, 1935, review the early literature on potassium hydroxy quinoline sulphate, with a comparison of this material in the B.P. Codex 1934, and chinosol. The authors conclude that the proprietary product is identical with the chemical recognized by the Codex, i.e., a mixture containing 50 per cent of 8-hy-

droxy quinoline sulfate and the remainder consisting of potassium sulfate. Methods of synthesis and identifying isolated materials is given. A method of standardizing the product is suggested.

Naam. Venn. Machinereien en Apparaten-Fab., Utrecht. Ger. pat. 620,703. Methods are already known for deodorizing oils and fats by passing them over slanting superimposed plates or surfaces arranged in vertical towers. The essential novelty in the present invention, however, is that the plates have corrugated edges, or are otherwise so formed that the liquid oil falls, under high vacuum and in the absence of moisture, in single streams or jets, either dropwise or continuous, at a temperature between 100° and 150°. In this way the separation, collection and removal at the top of the tower, of the odorous constituents is said to be greatly facilitated; and the possibility of such constituents coming again into contact with the oil is effectually prevented.

OAK MOSS

A discussion of this valuable perfume ingredient in which the author outlines its characteristics, derivation and many of the uses to which it can be put in the modern perfumery industry



by DR. K. BOURNOT of the Research Staff of Schimmel & Co.

Do minerals in this term's strictest sense—stones—have any odor? This question was raised and discussed at length some years ago with the conclusion that when in a solid state and at ordinary temperatures, minerals definitely do not possess an odor of their own. To become perceptible by odor, all substances must be transformed to the gaseous state of aggregation, as "*Corpora non agunt nisi soluta*."

Scents which seem to occur in the mineral kingdom are without exception traceable to impurities, to organic admixtures, or to inorganic gases which are formed by the effect of light, water, warmth, or other external influences. To illustrate: the odor of many a sulfur-containing mineral is caused by hydrogen sulfide, and the violet scent of iolite is due to certain alga, *Trentepohlia jolithus* (L.) Wallr., which has a fragrance much like violet. This alga covers the stone with a film which is hardly visible to the naked eye. As in the latter case, it is predominantly organic and not inorganic combinations which produce scents perceptible to man.

A variety of odors occur, not only among the more highly developed visible bud bearing *Phanerogames*, but also in the lower developed *Kryptogames* to which the above mentioned alga belongs. Even among the lowest members of the plant kingdom, the numerous bacteria and schizomycetes, are some whose activities of life give rise to scents. Some bacteria produce unpleasant and others pleasant scents,

such as earthy odors, butter odors, fruity smells, and the like. The action of yeast fungi in the fermentation of grape juice causes the formation of brandy oil. There also exist varieties of fungi possessing in themselves striking and characteristic odors—for instance, the *Agariceae*, with a smell like anise, *Hydnaceae*, with their cinnamon odor, and the fruity smelling *Boletus*, *Inocybe*, and *Tricholoma* species. Certain peculiar, if not actually harsh, odors are frequently found among the lichens, representing a symbiosis of hyphomycetes and algae, and also among some mosses.

However numerous and varied the odors which occur among the lower organisms, there are only comparatively few *Kryptogames* which are suited to the practical production and utilization of their odoriferous substances. There are, as mentioned above, the wine yeast fungi with the help of which brandy oil is obtained in special distilleries in certain European wine districts. Aside from these, among the *Kryptogames* which are used in appreciable quantities because of their fragrance remain only the lichens *Evernia prunastri* Ach. and *Evernia furfuracea* Fr., known as oakmoss, and second to them in importance, the lichens, *Ramalina farinacea* and *Ramalina pollinaria*, with which are occasionally combined small quantities of the lichen *Sticta pulmonacea*. These growths are distinguished by a peculiar odor suggesting musk and lavender which is not, however, especially prominent in the drug. They are to be found on the

trunks of oaks, acacias, fruit trees, and conifers in dark and damp places, and are principally gathered in the central Alps of France, in the forest of Fontainebleau, in Czechoslovakia, in Jugoslavia and the Italian province of Piedmont. Oakmoss found on oak trees is light green and has a fine delicate odor much like those species of *Evernia* growing on fruit trees and acacias. Oakmoss from conifers, on the other hand, is gray and possesses a less fine, resinous smell.

The use of oakmoss, like that of other lichens, is not new. For example, the well known Iceland moss, *Cetraria islandica*, has long been used in the treatment of pulmonary diseases, and species of *Roccella*, *Lecanora*, *Usnea*, and *Cladonia*, have equally long been valued for their coloring matter. *Evernia prunastri* was used by the ancient Egyptians as a leavening agent in bread making, a proceeding which has been preserved by Arabs and Copts to this day. This lichen is also an old tonic remedy for lung and intestinal weaknesses. Since the 16th century, species of *Cladonia* and *Evernia* have been used as bases for perfumes, the dried pulverized lichens constituting an essential ingredient of perfumed powders and sachets. Thus not only the characteristic fragrance of the lichen, but also its ability of absorbing and fixing odors proved valuable.

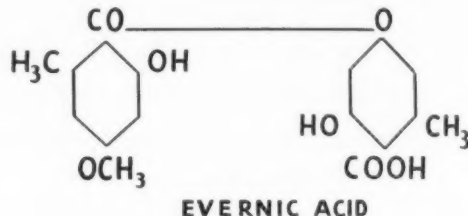
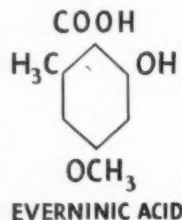
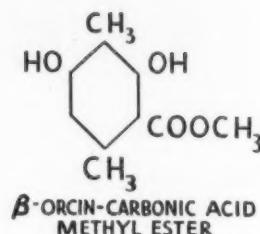
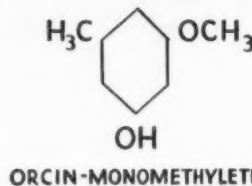
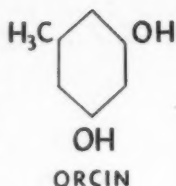
The use of oakmoss declined in later

centuries, but today this lichen has attained a new importance in the perfume industry. Formerly the drug was only used in its powdered form, but, today, tinctures, extracts, resinoids, etc., are made from it—products which are so concentrated, stable, and easy to use and measure, that they are of considerably greater value to the perfumer than the raw material itself.

Constituents of Oakmoss

What is the scent-producing constituent of oakmoss? Up to 1924 only Gattefossé's¹ experiments were known, these indicating that oakmoss oil, obtained by extraction with volatile solvents, consisted almost exclusively of the phenol "Lichenol," an isomer of carvacrol. In verifying this theory which had not yet been supported by accurate chemical proof, H. Walbaum and A. Rosenthal², working in the laboratories of Schimmel & Co., obtained oakmoss oil by steam distillation. This oil had at normal temperatures an oily-crystalline consistency, was of dark color, and was characterized by a very persistent and pleasant odor. They isolated and identified as the main constituent orcinmonomethylether, $C_8H_{10}O_2$, with a pleasant odor reminiscent of creosol, a finding contrary to that of Gattefossé. Another result of their research was the discovery of the presence of β -orcincarbonic acid-methylester, $C_{10}H_{12}O_4$, in oakmoss oil. At almost the same time A. St. Pfau³ obtained from oakmoss evernic acid, $C_9H_{10}O_4$, by extraction with ether, while extraction with alcohol yielded evernic acid ethyl ester and orcin. The investigations of Walbaum and Rosenthal further revealed that evernic acid occurs in the lichen only in the free state, and that evernic acid ethyl ester as found in the alcoholic solution of oakmoss extract only results when the drug is extracted with ethyl alcohol. Since there also occurs in oakmoss evernic acid, $C_{17}H_{16}O_7$, which, on boiling with baryta water, liberates CO_2 and decomposes into orcin and evernic acid, and since the latter stands in close genetic relation to orcinmonomethylether, a close connection is to be assumed between the origin of this main constituent of the odoriferous substances of oakmoss and evernic and evernic acids.

These are the main points of the information so far available concerning the chemical composition of oakmoss odoriferous substances, but investiga-



tion of these substances has not yet been carried out to the very last detail. One of the odoriferous elements of oakmoss oil was found by Walbaum and Rosenthal, but this may not be the final or even the most important of these elements.

The difficulty of chemical analysis and investigation of the fragrance constituents of oakmoss is due partly to the fact that minute quantities of unknown compounds cause the fine nuances of the oakmoss odor, and also to the fact that pure oakmoss oil is very expensive. Furthermore, the odor of oakmoss products varies with the kind of raw materials employed, their source, and the method of manufacture. For instance, ethyl alcohol, which is often used for extracting the drug, reacts with certain of its constituents such as was shown to be the case with evernic acid, and resulting changes in odor occur.

For the consumer, it is of uttermost importance that he receive oakmoss products which are always uniform, pleasant in odor, and of highest concentration. This can only be achieved by the use of exactly the same type and quality of raw material, always produced by the same process.

The finely powdered drug is still used here and there in exceptional cases for perfuming highest quality toilet soaps, just as in past decades, oakmoss extracts and resinoids are usually employed. The use of oakmoss in perfumery, however, is much more important than in the toilet soap industry. It is the base for a great many perfumes such as "Chypre," "Fougère," "Bruyère," and many a fancy bouquet, and is also highly valued as a fixing

agent. In addition, modern perfumery is even incorporating oakmoss in compositions for creams, powders, and other cosmetics. In cases where the dark green of the natural product is undesirable, decolorized extracts are also available. An artificial oil of oakmoss has also been produced which very successfully reproduces the pleasantly aromatic fragrance of the natural product, the latter being far too expensive for frequent use in perfumery. This synthetic oil is very light in color and since it is usually employed in a 5 per cent solution it is practically colorless.

It is obvious from the above short outline how important the use of oakmoss and its related products has become today. Thus it is with oakmoss as with many another perfume raw material, used in the earliest times of perfumery, later discarded and all but forgotten, only to return, not to its former modest position, but to a place in the very foremost rank of importance in the industry.

¹ *La Parfumerie Moderne* 3 (1911), 4.

² *Berl. Berichte* 57 (1924), 770; *Bericht von Schimmel & Co.* (1925), 21.

³ *Les Parfums de France*, 1924, 137.

India Market for Cosmetics

India offers a fairly good market for American cosmetics and most of the better known American cosmetics are on sale here. The United Kingdom is the chief source of imports of this nature, but American products have a fair share of the market and the business is a steady one, varying little from year to year. (Consul Edward M. Groth, Calcutta.)

CAN Your Packages KEEP PACE With The Past?

by RUTH HOOPER LARISSON

Cosmetic Consultant and Package Designer

THE prodigality of inspiration exhibited in the glass cases of the Metropolitan Museum of Art is a worthy challenge to artist, designer and manufacturer, because it is an insistent call for a finer industrial art than we have yet evolved.

If you stand in front of those cases and compare, in the privacy of your own mind, the output of smug modern industry you, too, will feel either hopelessly beyond redemption or gloriously elated with the thought that if so much beauty has once been achieved it can be accomplished again!

The group of objects shown this month was selected because each one is ideally adaptable for a number of cosmetic uses. They represent a variety of countries and periods and any one of them would evoke a paean of praise upon its entry into modern retailing.

If you will examine the pictures carefully as you read what I have to say about them, I think you will begin to visualize some of the multitude of possibilities they present for adaptation. Consider each one either as a complete package, or by borrowing a shape here, a design there, or a combination of certain elements, they will achieve for you a new, more beautiful or more useful package than you now are offering. Space allows me to mention only a few of the possibilities for modern packaging which they suggest but if you will begin where I leave off, you will arrive at a very satisfying destination, I can assure you.

One warning is necessary. If you desire to adopt or adapt any of these containers start at the beginning and carry through to the finish. Remember they have reputations of their own! You mustn't slur those reputations by poor imitations of the original objects. And as I said over a year ago when

this series of articles was first started, when you completely adopt a container of a sufficiently early date you are quite free to protect it with patents and copyright, making it exclusively your own.

And, perhaps, right here is wouldn't be amiss to remind manufacturers that quality in all merchandise is finally having a revival in the heart of the consumer and the best way to the sawdust trail if you want to meet the converts half way, is to offer outstanding quality in packaging. They, too, are tired of the same old containers, the same old jargon of claims and the same old sob-sister panacea of advertising. Build vitality into each new container you manufacture and then you'll have a standard worthy of your competitor—worthy in fact of his effort to supercede—not merely a target against which he constantly takes destructive aim with an already rusty sawed-off shotgun. Don't just string along in packaging—set the pace for a change. Other industries are making packaging history which puts toilet goods to shame when you consider that cosmetics practically began this modern dress of goods era. So, remember, that if you want packages worthy of the present you will first have to keep pace with the past!



1: These two metal boxes of brass, silver and copper, Syro-Egyptian, middle of 14th Century, offer interesting possibilities. The one on the left would be a lovely shape for a rouge or eye

shadow box. This could easily be copied in metal or plastic and the decoration followed exactly. The graceful proportions add a new note for this type of container. The cover could be a spring hinge without any clip in front so that it would be self-closing after use; or the cover could be attached to a swivel hinge swinging off in a horizontal plane.

There is an air of mystery about the one on the right. Looking down on it you would see that the hinge comes across the top of the box and it would be well to have the contents either on a rotating disk within or use a double layer, tray on tray, for packing away small articles such as manicure accessories. In a larger size it would make a grand dressing table makeup box and in a small size, a face powder box. The decorative motif is very beautiful and worthy of careful reproduction. Of course, the hinges and buckle add tremendously to its charm. A very intriguing modern version of this box with a glass inner shell could also be sold empty as a container for either powder or creams.

2: This delightful pottery incense box from Seto suggests four products to me. A diminutive eye shadow container, slightly larger for paste rouge, still larger for foundation cream and again larger for face powder. A dressing table ensemble for the upper price brackets and with re-use possibilities. A gift outfit which would dwarf the average Christmas offering. It could be made from a variety of materials, metals, glass, plastic or china, and varied almost indefinitely. Keeping the Oriental flavor would be one approach especially if used by a perfume house in the same series as a good Oriental perfume. Or, of course, the figures could be changed, but its great charm lies in unusualness and the beauty of

Photos Courtesy Metropolitan Museum of Art

proportion, line and balance of the figures as well as the box itself. It's time that "patch boxes" came back, but with a more definite use and here's



2

one variation on them. No customer would mistake this package for anything else a salesgirl tried to palm off on her!

3: You are probably wondering just what this is . . . well, it is one of four dice made of salt glaze stoneware, English, Staffordshire, about 1750 to 1775. But if you examine the picture carefully, you will see possi-



3

bilities for a number of containers. For instance—paste rouge—and can't you see what a delightful novelty it would be! Of course, the inside could be moulded round and a thread used if you are sure it will always come to rest at the right spot! Or the cap could be a friction fit. The same idea would work out nicely for novelty containers for Christmas on a larger scale such as powder boxes or holding cold cream, bath powder, salts, etc. Re-use of the container would add to its interest. These dice are sure to bring some manufacturer luck!

4: This handsome inkpot of carved jade, Indian, 1618-19, could be a perfume bottle in glass. The metal cap hinged and beneath it a smaller metal cap or glass stopper. If used for perfume it would be steady on its base

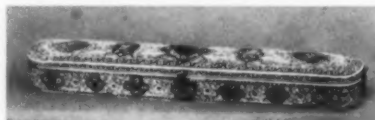
and hard to tip over and the snap hinge metal cover would keep the glass stopper secure. Or, use it for a lotion bottle for it's high time we introduced some new shapes for lotion bottles. Or, think of it as a very ornate face power container, the powder sprinkling out onto the puff. The snap hinge cover would form a protection against dust and allow the powder to retain its perfume longer. The perforations could be fairly large and the shaking



4

would keep the powder from packing down as it now does from the constant pressure of the puff in use. The decoration on the glass could follow this exactly or could be applied in color. If used for face powder, refills would be the same circumference at one end as the opening of the bottle and the powder poured easily into this permanent container.

5: The jewel-like quality of this case, Indian, 17th Century, immediately conveys the idea that whatever is within must be pretty fine! I can see it in plastic with the square medallions attached in color and the design slightly simplified without losing the charm of a lacy delicate pattern. Within would be a tray holding an assortment of manicure jars, bottles, etc.,

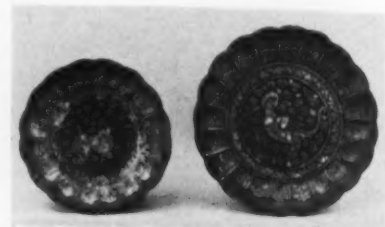


5

and the tray itself removable, leaving the box for reuse purposes. Or, on a larger scale, the tray could contain sunken jars for a complete treatment line, or still again, a makeup ensemble.

6: These lovely glazed earthenware bowls, Persian, 14th Century, suggest both design motifs and form not common to present-day cosmetics, but much in tempo with them. Consider the larger one of the two—the one on the right—purely as a design medal-

lion and visualize how brilliant it would be in rich Persian colors. Think of it as the top of a powder box or as the design for a frieze on a larger



6

package. Now consider its shape and general style from a reuse point of view. There are many products which could be packed in it with a drum or heavy cellulose cover and covered by a paper wrap. In small sizes it could be made slightly deeper than the original and a cellulose seal around the edge would make it possible to retain the scallop finish. Used for powders, quick using creams like cold and cleansing cream, bath salts, etc., it would be a lovely gift item.

7: This little ivory box mounted in gold, English of the late 18th Century, was really for toothpicks, but I can already see it making its bow to the world for mascara or as a new style



7

compact. The little cupids are so delightfully quaint and so beautifully carved that we feel immediately attracted to it. The oval medallion is really covered by glass and here is another way of handling this package for beneath the glass insert or window a decoration on silk, or other fabric or even paper, could be applied and set in. It would be so easy to follow this in plastic! A novelty of this kind would quickly take the eye of the customer and, provided the craftsmanship were up to proper standard, she would feel she had acquired a delightful trinket as well as a useful makeup accessory. Again, it could be carried out in a larger size for a complete makeup ensemble or manicure set.

8: This regal Hookah bottle from

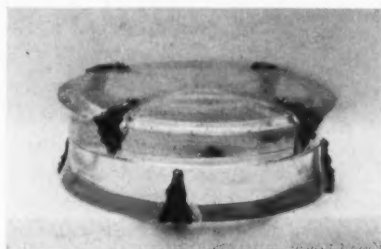
18th to 19th Century India would serve the twentieth century as a very handsome and also practical perfume bottle. The metal stand is important for



3

keeping it in an upright, non-spillable position and the side outlet would be converted into a spring atomizer attachment. Such a bottle would stand securely on the dressing table and the box in which it arrived need not be so elaborate since its usefulness would be superseded by the tripod stand.

9: Here is a glass box, probably Italian, of the late 18th Century. It is decorated in gold and enamel and just as it stands would be a crowning touch as a powder box on any modern

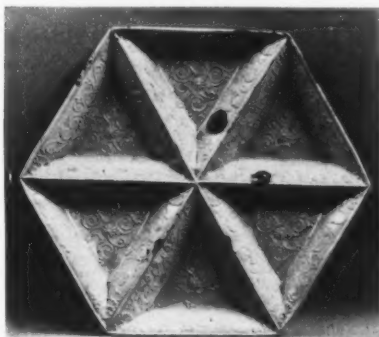


9

dressing table. But let's consider some of its other possibilities. Now that the public is becoming reconciled to flint or transparent glass for powder and creams this package would suit a small treatment line to perfection. No label would be necessary except on the base, for the transparent glass

would allow one to see which cream was which, particularly if they are slightly tinted in graduated shades of a flesh tone peach. Again we have reuse possibilities. Made of prystle or any of the other composition transparent materials it could be packed with a complete lilycup-like drum in pastel shade which would set off the clear whiteness even more effectively. Note particularly the sweeping indentations from the circumference where the metal grasps them as they narrow to a mere line at the center. This decor could either be of metal or moulded right into the glass and decorated with color simulating metal or jewels.

10: This beautiful salt glaze stone-ware dish of Staffordshire, English, about 1750, has a number of interesting suggestions about it. I am purposely showing pieces of ceramics because I believe the time has come for cosmetics to branch out into other materials in addition to the ones which are serving them so nobly at present. I will have a lot more to say on the



10

subject of ceramics for cosmetics in an early issue, so please bear these delightful containers in mind at that time. This six-division dish or tray could be used for a makeup palette, although in that way the fine tracery of design would be entirely covered over unless the cover were practically a duplication of the base which would add enormously to its interest for cosmetics and as a reuse receptacle. In a larger size it would hold an assortment of creams or powders or it could be packed with bath salts as a gift item and its reuse would almost catch up with its original sale in point of time. The design of the tracery is particularly appropriate for cosmetics and would make an effective box wrap pattern.

11: This elegant ceramic, also English, I have kept to the last because I

think it is so perfectly lovely and so amazingly appropriate for cosmetics. Let's think of it first as shape and design, seeing in it a cream jar with the



11

fluted base and slightly curved foot, tipped by the very handsome frieze design and again finished off by a plain banding and extended top. For a cream jar the screw cap could be extremely shallow, coming down to the frieze, or could be very wide with the border a part of the cap. Now, let's think of it for talcum powder. We have had high, long bottles and cans and yet here is a shape so utterly *right* for talcum which we have always simply ignored. This talcum container would fit easily on the bathroom shelf and for a dusting powder it would eliminate the puff. Make it of clear or opal glass, plastic or ceramics. Follow each detail carefully, note the reversed dome of the shaker top which adds greatly to its beauty of line. . . . And still we haven't exhausted the possibilities for utilizing these different shapes, proportions, designs or decorative elements!

Italian Essence and Perfume Industries

An interesting report has recently been published on the position of the Italian essence and perfume industries. It is stated that these industries support at present 552 concerns, with a capital of more than 100,000,000 lire (£1,666,000). Most of them are, of course, of small or medium size, but the large modern concerns own about one-third of the capital in the industry, which employs the comparatively small number of 6000 workers. Lavender, lily, and other flower essences, are distilled on a large scale for use in the production of perfumes, perfumed soaps, skin cleansing creams, etc. Naples and Milan also possess factories for the preparation of synthetic essences.

THE AMERICAN PERFUMER

S. L. MAYHAM, *Editor*

MARY L. GOODMAN, *Assistant Editor.*

FELIX A. BELAIR, JR., *Washington Bureau.*



The Convention— A Commentary

It all depends on what is done between now and the next convention. Certainly the ideas advanced by President Brooks and Mr. Eisner, if carried into effect, will accomplish much for the industry. In that sense the convention was a complete success, the best held in this industry in more years than we can remember.

Specifically, the idea of a "Bureau of Standards" to handle advertising and to consider other trade practices, many of which have hurt this industry immeasurably in the past, is splendid. It should have been started years ago. That it is to be started is a matter on which the association and its members deserve the highest congratulation.

The ideas advanced by Mr. Eisner regarding the excise tax are sound. With perhaps pardonable pride, we point out that they are exactly the ones urged in recent editorials in this space. Repeal or modification is in fact possible only through public pressure. That, it seems, will be tried in one way or another. The association will also seek a clear and adequate body of rulings, as soon as the Bourjois case is out of the way. As we have said, nothing which the association could do would be more worth while.

There remains some skepticism in certain quarters as to just how much of this ambitious program can and will be carried out. Apparently some individuals still doubt whether "any good thing can come out of Nazareth." We do not share these doubts, because we saw at the convention a decided change in the attitude and, perhaps, in the purpose of the industry's members. Something has made them more alert and alive to the actual situation in their industry.

May we not, as, perhaps, one of the association's keenest

critics, wish the officers and board success in their undertaking and offer every cooperation in the successful completion of their program for the coming year? If it is carried out—and we believe it will be in large measure—the industry will be on the way to real progress.

The French Treaty And Its Effects

The signing of the commercial treaty with France, dreaded in some quarters where its effects upon the perfume and toiletry business had been feared, is now an accomplished fact. As had been anticipated, the rates of duties on perfumes and toilet preparations in original packages have been very sharply reduced. Compensatory reductions have also been made in perfume compounds and in essential oils and vanilla beans. Rates of duty on finished flavors containing less than 20 per cent of alcohol have also been lowered.

At first glance, it would seem that these reductions would result in considerably heavier importations of finished toilet preparations and perfumes but a more careful study of the treaty in connection with the actual situation of the manufacturers and importers of such products leads to other conclusions. It is well known in the industry, if not to the public at large, that by far the largest percentage of the so-called "French" lines have for some years been packaged and in many instances actually made in American branch plants. While the reductions on finished and packaged goods in the new treaty are substantial, they seem hardly likely to bring about a reversal of this situation.

Duties on perfume compounds have also been sharply reduced. The great majority of the French houses with American manufacturing branches have imported such products, compounded abroad, and merely done their finishing here. The change in duty rates under the treaty is wholly insufficient to bring about a complete change in this method of doing business. Undoubtedly, there will be instances of products with limited distribution, now completed here, where the savings will be enough to warrant bringing in complete packaged goods but on the great bulk of the business, it will continue to be more costly to operate in this way.

As for increased direct competition with American houses in toilet preparations, it is hardly likely that it can be attempted under the new treaty any better than under the former rates of duty. Most of these products are distinctively American. In virtually all of them, American goods are better and at the same time more reasonable in price than the imported. Costs here will remain lower than those of possible French competitors even at the reduced tariff rates. Undoubtedly some effort will be made by French houses to bring in goods and sell them in competition with American lines, but it scarcely seems that there is any great prospect of success for such ventures.

Importers of perfumes and cosmetics from France have announced through the Perfumery Importers Association, that there will be no reductions in their prices to the

American trade. They point out that the cost of exchange more than makes up for any reduction which the treaty has made in the duties. Hence competition on a price basis from lines already established here will not be changed in the least.

Raw material importers will gain some slight advantages on certain items which sell closely in competition with American products. It may be pointed out, however, that this applies only in the case of compounds and not on straight chemicals, rates on which still remain at the old levels and are based on former methods of valuation. Competition in compounds has never been on a strictly price basis and the tendency in recent years has been in favor of American compounds with some notable exceptions. Nor is it to be expected that a reduction in the duty on compounds will change the direction of this very definite and well established trend.

There remains the question of the effect upon American packaging and especially American glassware. In this

connection, it should be pointed out that the reduction in duty on glassware applies only to hand-made bottles and jars. Further, it applies only when these are imported filled and *not* to empty bottles imported as such. Inasmuch as there will be little incentive under the treaty to bring in goods already finished and packaged, it is hardly likely that the American glass industry will suffer materially. Further, the great improvement in machine made ware of American origin during the last few years together with economic conditions in both countries has made the importation of glassware from abroad more a theory than a condition. There is no reason to suppose that the new treaty will alter this situation to any considerable extent.

On the whole, we can see no disadvantage to the American manufacturer of either finished goods, raw materials or containers from the treaty. There may be a few cases where trade will be affected but they are not likely to be of sufficient importance to do more than stimulate the American industries to improve their own positions.

REVIEWS OF TECHNICAL BOOKS

□ ANNUAL REPORT ON ESSENTIAL OILS, SYNTHETIC PERFUMES, ETC. Published by Schimmel & Co., A. G., Miltitz-bie-Leipzig, Germany, Edition of 1935. English translation by Dr. F. Rochussen and G. Walker, B. Sc. Published by Schimmel & Co., Inc., New York. 133 Pages.

The 1935 edition of this very valuable work has just appeared in English translation. In general style, it follows its numerous predecessors, as well as in the character and arrangement of the material. The first section of 75 pages comprises commercial notes and scientific reports on volatile oils. These have been gleaned from all parts of the world by the Schimmel scientists and presented in concise form to the reader. They comprise the most complete record of scientific and commercial work in the essential oil field available in any publication.

Treated with special care in this section are such oils as camphor, caraway, citronella, bergamot and other citrus oils, geranium, lavender and many other well known products. In addition there is a wealth of material on little known oils which may be of considerable importance when their characteristics are better understood. Among these are such items as *calythrux virgata*, a newcomer from New South Wales; several varieties of *Ocimum*; carrot oil from the entire plant, to mention but a few.

Following this section is one devoted

to pharmacopoeial revisions in which the Yugoslavian Pharmacopoeia of 1933 is given principal attention. The entire section on volatile oils of this important work is abstracted and reviewed. Next is a section on chemical preparations and drugs in which the principal monographs are devoted to citronellol and coumarin.

As an original contribution from the Schimmel laboratories in Miltitz, Harry Schmidt and Leo Schulz discuss special isomerism in the fenchol series. They conclude that while the spatial arrangement of the hydroxyl group in α - and β -fenchol is still undecided, it is probable that α -fenchol has the "exo" and β -fenchol the "endo" structure, analogous to the structure of borneol and iso-borneol.

The book closes with general notes on scientific research in the domain of odorous substances, covering the year's published developments in fairly extensive summary. Copies may be had through booksellers or the book department of THE AMERICAN PERFUMER.

S.L.M.

□ TRADE MARKS FOR PERFUMES, TOILET PREPARATIONS AND SOAPS, 845 pages. The Toilet Goods Association, Inc., New York, 1936. Price: to Members \$10, to Non-Members \$25.

The long awaited new edition of this most useful listing fully justifies the

delay in publication. It is the only complete register of these trade marks in existence. Eight hundred and twenty-seven of its pages are devoted entirely to the list of trade marks. Judging from the number of requests for such information received by every publication in the industry, no more useful work has appeared. The book is splendidly bound and printed and is a credit to the Association and to the industry.

A striking feature is the vast number of apparently conflicting names and many which are actual duplications of other registered names. For example there are five claimants of "Florentine," all in Class 6 and three of them have registered the name. It seems hardly possible, but there they are.

No one in the industry can afford to be without a copy of this work. The edition is limited, only 1,000 bound copies have been made and only 500 which may be bound from the first run. This is one book which this reviewer insists you should buy.

S. L. M.

□ WORLD CHEMICAL DEVELOPMENT IN 1935. Prepared by the U. S. Department of Commerce. Government Printing Office, Washington, D. C. Price, 15 cents.

This annual has been expanded this year and now consists of 197 pages of statistical data and commentary on the state of the chemical industries of foreign countries. Adequate summaries are given for the principal essential oil and cosmetic producing countries.

S.L.M.

Style Trends

the PENDULUM

by Edna Bolladay Pierce

THIS department, when and as it can, is making some observations regarding the houses in the trade that *do* regard the style trend as important in the manufacture and sale of their products. So far, we are glad to report, a number of them *do*. A few examples will serve to illustrate that point.

A number of perfume houses are making the feminine style trend the key-note around which they are building not only their products, as they are created, but their advertising campaigns as well. Essential oil houses, too, are keeping it in mind, and read and heed helpful information on the subject.

One nail enamel company is making the shades of its products tieup with those that are prevalent in feminine fashions in daytime and evening costumes, bringing out such colors as "Sun Rose" to harmonize with suit tones and dusty pastels; "Chestnut" and "Mahogany" for British tans and carrot accessories. "Riviera" and for soft prints and afternoon frocks; "Cuban"

to tone in with browns, tans and greys; pearl iridescent shades in "Wine," "Isis," "Peony," "Rosebud," silvery blues and greens to lend elan to glamorous evening frocks. This is the first company to make so many shades, there being twenty-one cream polishes, nine evening shades, eight transparent ones. Even in their literature, box enclosures and booklets, they emphasize "Fashionrite Fingers," and add "to harmonize with all costumes, complexions and occasions; the latest color trends in clothes."

In connection with the Spanish influence, there is a fine, old Spanish perfume and soap house, whose "Carnation" has for years been the unconscious criterion in many feminine minds

for true duplication of the flower odor itself. This house has the center of its being in Barcelona, with five other branches in other parts of the world. Among its outstanding successes, newly and superlatively packaged are "Jungle," "Hawaii," "Woods of the Orient," a superb sports perfume appropriately called "Sprint," and, breathing the very essence of its Spanish tradition, "Goyesca"—named reverently for their beloved painter—and "Maja," his renowned creation of Spanish beauty at the height of its perfection. Because of the remarkably fine and everlasting quality of these perfumes, an unofficial slogan might very well be "*Not how much, but how good*," for real art goes into both fragrances and packaging. These unusual perfumes offer the discriminating consumer the opportunity to harmonize her toreador hat, bolero jacket, Spanish influence costume with the reincarnation of all that is the quintessence of Spain.

The Tyrolean influence, as we remarked some months ago, will not only continue to be popular, but is now beginning to gather more momentum. In line with this, a conservative, but forward-looking Fifth Avenue store devoted a full page of advertising to "Lanz of Salzburg" and the presentation of a "new and exclusive collection by that past master of Tyrolean fashion." These included linen suits, cotton print dresses, jackets, skirts, peasant linen dresses; straw hats; leather belts embroidered in bright wool, dresses with "button-on" aprons and guimpes, "slip-cover" bags to match costumes, and all of these done in exuberant rustic patterns. The only perfume tieup with this influence comes from Vienna, and has on its label the familiar little heart motif so much used



A most decorative and convenient bathing bag by Lenthal. Made of a La Ciré cotton print, in a Van Gogh motif, it is rubber-lined, capacious, with pockets for the accompanying talcum, sun-oil, face powder and Bouquet Lenthal. There are extra pockets for locker-key, handkerchief and cigarettes, and the bag is deep enough to contain bathing suit and sandals. Altogether a most ingenious and attractive carry-all for the beach.

on sport clothes of Tyrolean inspiration. So far, as we remarked before, no American, English or French house has yet capitalized upon this style trend, yet there are assembled ingredients that contain the nucleus for making a delightfully delicate fragrance, by which a rare flower that grows high up in the Swiss Alps, could be duplicated, and such a perfume would have a definite feminine appeal.

With the British note, there is "Meadowbrook" perfume, light and freshly provocative; "Devon Violet," an English wood violet, in a Devonshire pottery container, a wetter odor than most; "King Edward VIII Carnation," by an American firm, and stores are going in for signs that say "Petal Perfumes," and showing many and assorted floral perfumes, with real and artificial flower decorations, and displaying flowers side by side with the perfumes that bear duplicate names.

To tieup with the Chinese note, there are "Chinese red" lip-sticks; evening vanities of Chinese brocade; Chinese cocoons stitched into squares to make hand-bag material, "soft, indestructible, very smart with tweeds." Sort of combining influences we call that! There are hats called "Chinese discs," coats and costumes that have a Mandarin cut; evening frocks that have "Chinese floral print" motifs and a whole galaxy of fabrics that show the Chinese influence.

With beach costumes coming to the fore, there will be a new note struck, more exotic, exciting and bizarre than those which have gone before. Summer sheers, the ever-smart navy and darker blues for town wear, show the "Gibson Girl" influence. In this connection, think of the revival of the bicycle and what it will mean in feminine costumes! Flannel jackets, skirts, bandanna cottons, British plaids and comfortable culottes will be smart, becoming and convenient.

Floral prints, sheers, glazed flower chintzes continue to run riot in evening frocks, and so on and on will go floral perfumes, to harmonize with and to lend a fragrant accent to these prime favorites, so typical of this truly feminine era.

Watch how Karinska influences style trends while her vogue lasts! A fiercely positive type of designer, compelled by inner urge to defy convention and break tradition, this Russian woman

who did the costumes for "Margot" will continue her sway and be a dominating figure for some time. While she was executing the Edwardian costumes for "Follow the Sun," she worked feverishly upon them day and night in Paris. They have caused a sensation in London, where she has become as renowned as she is popular.

Summer sheers will be extended into organdy and net evening wraps for formal wear, with chiffon frocks so wide in skirt fullness that they will almost give the effect of hoops. Ribbon-candy ruffles, bound with satin; confetti dots on black sheers; flowered taffetas and chiffons; prints for daytime—feminine allure at its height will delight the eye, gladden the heart—and increase the profits of those toilet goods manufacturers who know how to capitalize upon the opportunities this versatile season offers.

Selling Hints

That the highest type of selling is by *indirect means*, rather than by high-pressure methods, is an accepted fact by executives with vision. The more regularly and efficiently this new technique is used, the more at ease do contacts developed by it become, and the more volume do sales acquire, the greater the publicity attained, the more quickly a line or a product builds up its prestige and consumer acceptance.

The combination of business acumen and social flair, the same quality which makes a good host or hostess, or a charming guest of either sex, is productive of very great good-will for any manufacturing organization. Any member of it who contributes to it in this way is highly valuable, and should be recognized as such, and every effort made to make known acknowledgment of appreciation. Too many executives take such qualities for granted, and pass over them lightly, thus minimizing the effect, instead of augmenting it by commendation and cooperation.

The personnel of any organization can be welded into a unit by this means, instead of divided against itself to the discouragement of some of its members and the personal gratification of a few. Fairness, good judgment, tact, real

appreciation, expressed verbally, when due, does more to raise the morale of the organization as a whole, stimulate new ideas, lend impetus to sound promotion, than some executive heads realize.

Question Box

You will find here some of the questions which are being asked us by manufacturers, wholesale and retail outlets, and our replies to them.

THE QUESTION BOX will act as a clearing-house to help you solve your merchandising and sales promotion problems. Send us your own questions. We shall be glad to answer them and shall not reveal your name, so that you may be quite frank and so shall we.

Q—How often should a perfume manufacturer introduce a new odor, and should he discontinue old odors gradually?

A. There is no definite timing in this matter. In our opinion, a manufacturer should be guided by the style trend in feminine preferences and make it his business to know in advance what those are going to be.

So long as the sale of his older odors continues, he should *not* completely discard any perfume in his line, for he cannot know when a revival of those odors may make it expedient for him to have them on his list.

Also, there have been too many instances of women who preferred a particular odor which they liked and had used for years, refusing to buy another perfume in the same line because of the difficulty encountered in purchasing the one they were originally sold on, and, when unable to get it, have bought the nearest duplicate in some other line.

The oldest perfume houses in the business know this and while they *promote* their new odors as they bring them out, still retain the ones which were originally tremendous favorites. Here are some figures which may be of interest to you on this subject, on the number of women who have used their present brand of perfume the length of time specified below.

17% Less than one year.

48% One to five years.

23% Six to eleven years.

6% Eleven to twenty-five years.

3% Twenty-one to twenty-five years.

So you see, it pays to bear in mind those percentages when tempted to discontinue an odor which doesn't "sell as well as it used to."

Style Trends

the PENDULUM

by Edna Colladay Pierce

THIS department, when and as it can, is making some observations regarding the houses in the trade that *do* regard the style trend as important in the manufacture and sale of their products. So far, we are glad to report, a number of them *do*. A few examples will serve to illustrate that point.

A number of perfume houses are making the feminine style trend the key-note around which they are building not only their products, as they are created, but their advertising campaigns as well. Essential oil houses, too, are keeping it in mind, and read and heed helpful information on the subject.

One nail enamel company is making the shades of its products tieup with those that are prevalent in feminine fashions in daytime and evening costumes, bringing out such colors as "Sun Rose" to harmonize with suit tones and dusty pastels; "Chestnut" and "Mahogany" for British tans and carrot accessories. "Riviera" and for soft prints and afternoon frocks; "Cuban"

to tone in with browns, tans and greys; pearl iridescent shades in "Wine," "Isis," "Peony," "Rosebud," silvery blues and greens to lend elan to glamorous evening frocks. This is the first company to make so many shades, there being twenty-one cream polishes, nine evening shades, eight transparent ones. Even in their literature, box enclosures and booklets, they emphasize "Fashionrite Fingers," and add "to harmonize with all costumes, complexions and occasions; the latest color trends in clothes."

In connection with the Spanish influence, there is a fine, old Spanish perfume and soap house, whose "Carnation" has for years been the unconscious criterion in many feminine minds

for true duplication of the flower odor itself. This house has the center of its being in Barcelona, with five other branches in other parts of the world. Among its outstanding successes, newly and superlatively packaged are "Jungle," "Hawaii," "Woods of the Orient," a superb sports perfume appropriately called "Sprint," and, breathing the very essence of its Spanish tradition, "Goyesca"—named reverently for their beloved painter—and "Maja," his renowned creation of Spanish beauty at the height of its perfection. Because of the remarkably fine and everlasting quality of these perfumes, an unofficial slogan might very well be "*Not how much, but how good*," for real art goes into both fragrances and packaging. These unusual perfumes offer the discriminating consumer the opportunity to harmonize her toreador hat, bolero jacket, Spanish influence costume with the reincarnation of all that is the quintessence of Spain.

The Tyrolean influence, as we remarked some months ago, will not only continue to be popular, but is now beginning to gather more momentum. In line with this, a conservative, but forward-looking Fifth Avenue store devoted a full page of advertising to "Lanz of Salsburg" and the presentation of a "new and exclusive collection by that past master of Tyrolean fashion." These included linen suits, cotton print dresses, jackets, skirts, peasant linen dresses; straw hats; leather belts embroidered in bright wool, dresses with "button-on" aprons and guimpes, "slip-cover" bags to match costumes, and all of these done in exuberant rustic patterns. The only perfume tieup with this influence comes from Vienna, and has on its label the familiar little heart motif so much used



A most decorative and convenient bathing bag by Lenthalic. Made of a La Ciré cotton print, in a Van Gogh motif, it is rubber-lined, capacious, with pockets for the accompanying talcum, sun-oil, face powder and Bouquet Lenthalic. There are extra pockets for locker-key, handkerchief and cigarettes, and the bag is deep enough to contain bathing suit and sandals. Altogether a most ingenious and attractive carry-all for the beach.

on sport clothes of Tyrolean inspiration. So far, as we remarked before, no American, English or French house has yet capitalized upon this style trend, yet there are assembled ingredients that contain the nucleus for making a delightfully delicate fragrance, by which a rare flower that grows high up in the Swiss Alps, could be duplicated, and such a perfume would have a definite feminine appeal.

With the British note, there is "Meadowbrook" perfume, light and freshly provocative; "Devon Violet," an English wood violet, in a Devonshire pottery container, a wetter odor than most; "King Edward VIII Carnation," by an American firm, and stores are going in for signs that say "Petal Perfumes," and showing many and assorted floral perfumes, with real and artificial flower decorations, and displaying flowers side by side with the perfumes that bear duplicate names.

To tie up with the Chinese note, there are "Chinese red" lip-sticks; evening vanities of Chinese brocade; Chinese cocoons stitched into squares to make hand-bag material, "soft, indestructible, very smart with tweeds." Sort of combining influences we call that! There are hats called "Chinese discs," coats and costumes that have a Mandarin cut; evening frocks that have "Chinese floral print" motifs and a whole galaxy of fabrics that show the Chinese influence.

With beach costumes coming to the fore, there will be a new note struck, more exotic, exciting and bizarre than those which have gone before. Summer sheers, the ever-smart navy and darker blues for town wear, show the "Gibson Girl" influence. In this connection, think of the revival of the bicycle and what it will mean in feminine costumes! Flannel jackets, skirts, bandanna cottons, British plaids and comfortable culottes will be smart, becoming and convenient.

Floral prints, sheers, glazed flower chintzes continue to run riot in evening frocks, and so on and on will go floral perfumes, to harmonize with and to lend a fragrant accent to these prime favorites, so typical of this truly feminine era.

Watch how Karinska influences style trends while her vogue lasts! A fiercely positive type of designer, compelled by inner urge to defy convention and break tradition, this Russian woman

who did the costumes for "Margot" will continue her sway and be a dominating figure for some time. While she was executing the Edwardian costumes for "Follow the Sun," she worked feverishly upon them day and night in Paris. They have caused a sensation in London, where she has become as renowned as she is popular.

Summer sheers will be extended into organdy and net evening wraps for formal wear, with chiffon frocks so wide in skirt fullness that they will almost give the effect of hoops. Ribbon-candy ruffles, bound with satin; confetti dots on black sheers; flowered taffetas and chiffons; prints for daytime—feminine allure at its height will delight the eye, gladden the heart—and increase the profits of those toilet goods manufacturers who know how to capitalize upon the opportunities this versatile season offers.

Selling Hints

That the highest type of selling is by *indirect means*, rather than by high-pressure methods, is an accepted fact by executives with vision. The more regularly and efficiently this new technique is used, the more at ease do contacts developed by it become, and the more volume do sales acquire, the greater the publicity attained, the more quickly a line or a product builds up its prestige and consumer acceptance.

The combination of business acumen and social flair, the same quality which makes a good host or hostess, or a charming guest of either sex, is productive of very great good-will for any manufacturing organization. Any member of it who contributes to it in this way is highly valuable, and should be recognized as such, and every effort made to make known acknowledgment of appreciation. Too many executives take such qualities for granted, and pass over them lightly, thus minimizing the effect, instead of augmenting it by commendation and cooperation.

The personnel of any organization can be welded into a unit by this means, instead of divided against itself to the discouragement of some of its members and the personal gratification of a few. Fairness, good judgment, tact, real

appreciation, expressed verbally, when due, does more to raise the morale of the organization as a whole, stimulate new ideas, lend impetus to sound promotion, than some executive heads realize.

Question Box

You will find here some of the questions which are being asked us by manufacturers, wholesale and retail outlets, and our replies to them.

THE QUESTION BOX will act as a clearing-house to help you solve your merchandising and sales promotion problems. Send us your own questions. We shall be glad to answer them and shall not reveal your name, so that you may be quite frank and so shall we.

Q—How often should a perfume manufacturer introduce a new odor, and should he discontinue old odors gradually?

A. There is no definite timing in this matter. In our opinion, a manufacturer should be guided by the style trend in feminine preferences and make it his business to know in advance what those are going to be.

So long as the sale of his older odors continues, he should *not* completely discard any perfume in his line, for he cannot know when a revival of those odors may make it expedient for him to have them on his list.

Also, there have been too many instances of women who preferred a particular odor which they liked and had used for years, refusing to buy another perfume in the same line because of the difficulty encountered in purchasing the one they were originally sold on, and, when unable to get it, have bought the nearest duplicate in some other line.

The oldest perfume houses in the business know this and while they *promote* their new odors as they bring them out, still retain the ones which were originally tremendous favorites. Here are some figures which may be of interest to you on this subject, on the number of women who have used their present brand of perfume the length of time specified below.

17% Less than one year.

48% One to five years.

23% Six to eleven years.

6% Eleven to twenty-five years.

3% Twenty-one to twenty-five years. So you see, it pays to bear in mind those percentages when tempted to discontinue an odor which doesn't "sell as well as it used to."

F.E.M.A. Convenes in New York

*Successful Convention Discusses Legislative Problems
and Hears Technical and Business Reports from Officers
and Committee Chairmen—Armor Named President.*

LEGISLATION

played the most important part in the deliberations of the Flavoring Extract Manufacturers Association, which met in annual convention at the Hotel Pennsylvania, New York, the week of June 1. Not only were there several formal papers and reports which treated, or at least touched upon, this subject, but the discussion and informal conferences were largely tinged with the tax and legislative idea. Opening with the address of President W. F. Meyer, the convention continued through three days and much worthwhile business was transacted.

In his address, Mr. Meyer outlined the position of the industry and the developments which have taken place in the last year referring to the changes brought about by the overturning of the code and the effect of economic and governmental activities on the flavor industry as a whole.

Perhaps the most important business of the first day was the report of the executive secretary and counsel, John S. Hall. Mr. Hall stressed the fact that his office had been well occupied with legislative and other matters during the year which caused the sending out of 21 bulletins on legislative and general subjects during the year. He then commented upon the large volume of unusual and more or less revolutionary legislation introduced and in many instances passed by Congress during the year, pointing out that only decisions of the Supreme Court, which has most strictly interpreted the Constitution, have blocked the enforcement of some of the more unusual measures, notably those dealing with labor relations.

Mr. Hall stressed the point that developments in industry indicate a definite trend toward governmental control

over industry, citing the National Incorporation bill and other measures as examples of this tendency. Passing to the matter of state and federal taxation, he made a vigorous protest against the discriminatory methods which singled out special industries for heavy taxation, placing the burden upon them instead of spreading it more equitably.

In a discussion of the Food and Drugs Act situation, Mr. Hall made it clear that the interests of the industry were in capable hands and that the bill would be watched closely to see that no material adverse to or unfair to the industry should be inserted.

On legislation as a whole, he reported that a total of 714 bills had been introduced in Congress and the few state legislatures in session this year. These took the form of tax measures, food and drug control bills, pharmacy laws and liquor and soft drink control laws. He urged that each member of the industry make it his personal business to work promptly on measures affecting the industry which might come up in his jurisdiction, stating that only through such close cooperation could there be any real progress in legislative matters.

The legislative committee's report, which was presented by E. L. Brendlinger, supplemented Mr. Hall's address. He also urged members to be ever alert and to act promptly when advised of pending unfavorable legislation in their jurisdictions.

An important feature of the meeting with reference to legislation came with the address of Frank A. Blair, president of the Proprietary Association. Mr. Blair pointed out that the depression had brought about what he termed a "legislative boom," due to the currently held idea that we could legislate

our way into prosperity. Mr. Blair spoke firmly on the subject of compulsory registration of trade marks, especially the bills which would place ownership of marks in registration rather than in use. He complained that this would entirely undermine the philosophy of trade marks as it has been developed in English-speaking countries.

He closed his address by outlining the present position of the Copeland Bill (S. 5) on which he urged action at this session, both to avoid duplication of work in the next Congress and also to block local and municipal proposals for better control of foods, drugs and cosmetics, which are pending or being discussed in several sections of the country, notably in New York City.

A report on membership was read by C. C. Nowland and an excellent report on transportation by J. A. Handy. The subject of the new regulation regarding artificial color in orange beverages and concentrates was read by B. H. Smith and evoked prolonged discussion in which the attitude of the Department of Agriculture on this matter was sharply criticized. It was pointed out that the new regulation might well destroy this branch of the industry while a continuation of former practices on it could not be harmful to the general public, in whose interests the regulation was supposed to have been promulgated.

Economies in freight charges was the subject of a very interesting and instructive address, prepared by E. A. Johnston of Crescent Manufacturing Co., and read in his absence by W. P. Symmes. At the noon recess on the first day, Ellis C. Baum, vice-president of the Continental Baking Co., talked briefly and well on the interesting



GEO. M. ARMOR

President



E. L. Brendlinger

Secretary



Leslie S. Beggs

Treasurer

OFFICERS F. E. M. A.



A. F. Wussow

Vice President



C. C. Nowland

Vice President

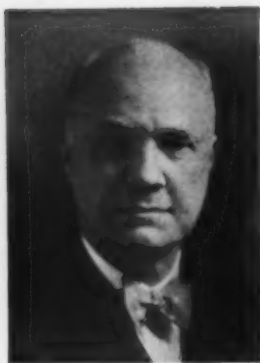


W. J. Sunn

Vice President



Geo. H. Burnett
Executive Board



W. F. Meyer
Executive Board



J. A. Handy
Executive Board



B. H. Smith
Executive Board

subject of "Humor in Business."

One of the most interesting formal papers was that of Smith L. Rairdon of Owens-Illinois Glass Co., on "New Developments in Glass." Mr. Rairdon pointed out that while glass making was a very ancient art, and bottle making a very old industry, it is only quite recently that some interesting and important new developments have been made. Mr. Rairdon stressed the development of the industry in the last few years, taking as examples the new 200 - inch telescope lens, recently molded, and the development of fine glass fiber as two outstanding examples in widely different fields.

One of the most important addresses was that of Hon. Franklin W. Fort of New Jersey, who attacked the fiscal policies of the government quite sharply and urged that spending be checked



John S. Hall
Executive Secretary

and the financial structure be brought into balance in order to avoid disaster in the future.

New flavors was the subject of an

address by Dr. E. H. Hamann of Fritzsche Brothers, Inc. Dr. Hamann pointed out that the use of essential oils to replace spices is steadily increasing and that by the judicious use of products, not now generally associated with flavoring in America, certain very desirable effects could be secured. He gave some most interesting recipes for sauces and condiments and closed by outlining the uses of a number of less well-known flavoring oils, which, he indicated, are beginning to enjoy a more ready sale in America and which can be used for various purposes.

One of the most impressive and touching parts of the program was a memorial to the late Frank L. Beggs. It was presented by Fred S. Rogers, a close friend of Mr. Beggs for many years, and was reverently received by



the members of the association.

The entertainment features of the meeting were handled in most able fashion by B. J. Gogarty and his fine committee, who provided entertainment more varied and unusual than that at previous conventions. In addition to the golf tournament, there was a dinner and show at the French Casino, after which a large part of the delegates adjourned to Ivan Frank's Hofbrau for a further party. The golf and tennis tournaments were played on the fine grounds of the Richmond County Country Club on Staten Island, while for those not interested in these sports a special section was reserved at the Yankee-White Sox baseball game at the Yankee Stadium.

The annual banquet and award of the golf prizes was held in the Salle Moderne of the Pennsylvania Hotel, and the following were the prize winners: 1st prize for low gross and the Virginia Dare Cup, won by F. J. Lueders, George Lueders & Co. Other winners were Charles Walden, R. F. Caulk, Harry Heister, L. S. Beggs, M. S. Barker, J. F. Whitescarver, R. M. Stevenson, C. C. Nowland, William Huisling, G. H. Garlick and R. S. Swinton. The tennis prize went to W. H. Trieste. Prizes were donated by Fritzsche

Brothers, Inc., W. J. Bush & Co., Inc., George Lueders & Co., Dodge & Olcott Co., Florasynth Laboratories, Inc., Monsanto Chemical Works, Salem Glass Co., C. L. Lightfoot, Owens-Illinois Glass Co., Seeley & Co., National Aniline & Chemical Co., H. Kohnstamm Co., and Magnus, Mabee & Reynard, Inc.

The ladies were well cared for during business meetings. Their program included visits to Macy's Forward House, the Hayden Planetarium, Wanamaker's new remodeled department store and a trip around Manhattan Island by water.

Officers elected at the convention were George M. Armor, McCormick & Co., president; Clark C. Nowland, George H. Nowland Co., William J. Sunn, Baker Extract Co., and A. F. Wussow, Price Flavoring Extract Co., vice-presidents; E. L. Brendlinger, the Dill Co., secretary, while Leslie S. Beggs succeeded his late father, Frank L. Beggs, as treasurer.

Members of the executive committee are the officers and George H. Burnett, Joseph Burnett Co.; W. F. Meyer, Warner-Jenkinson Co.; B. H. Smith, Virginia Dare Extract Co.; and J. A. Handy, Larkin Co Inc.

technical information is included. The booklet also contains brief data regarding other Mathieson heavy chemicals.

□ P. R. DREYER, INC., NEW YORK. "Catalog A" and Circular on "Dryad" Colors for all purposes.

"Catalog A" is the company's price list of essential oils and aromatic chemicals and refers also to a large number of the company's specialties as well as to the flower oils of Bertrand Freres, Grasse.

The circular on "Dryad" colors lists special colors for use in food products, cosmetics, soaps and other preparations. It is a very comprehensive list.

□ THE PFAUDLER CO., ROCHESTER, N. Y. "The Glass Lining," Spring, 1936, Edition.

The current issue of this interesting magazine contains articles on industrial progress in several foreign countries and an unusual descriptive story on the use of porcelain equipment in the household.

□ CLIFTON CHEMICAL CO., INC., NEW YORK. Circular on Liquid Soap Dispensers.

This fine illustrated circular describes and pictures various types of dispensers for liquid soaps. Prices and specifications are given in detail.

□ S. SCHWABACHER & Co., INC., NEW YORK. "A Thousand Little-Known Uses for Petroleum Products."

This review gives a colorful story of the manifold industrial uses of petroleum products. An important part is played by White Mineral Oils, medicinal and technical grades, which find many applications in the pharmaceutical, cosmetic, textile, paper and other industries.

□ HINDE & DAUCHE PAPER CO., SANDUSKY, O. Shipping Box Portfolio.

A handsome portfolio contains an array of photographs, many of which are in color, illustrating the latest in shipping box designs.

□ GENERAL PLASTICS, INC., NORTH TONAWANDA, N. Y. Illustrated folder on "Durez."

The company has issued a very interesting folder illustrative of the many uses of its product, "Durez," in packaging. Several of the items illustrated are in the cosmetic field.

CIRCULARS, PRICE LISTS, etc.

□ GIVAUDAN-DELAWANNA INC., NEW YORK. *The Givaudanian*.

This very interesting house magazine is now published in new format and design, a considerable improvement over the old style. The current issue discusses taxation in an article by Francis N. Bangs of the New York bar, and an interesting editorial by Dr. Eric C. Kunz, executive vice-president of the house.

□ W. J. BUSH & Co., INC. 1936 Price List.

This is the company's regular price list of essential oils, aromatic chemicals and specialties. Included is a large section devoted to flavors and flavoring products.

□ FLORASYNTH LABORATORIES, INC., NEW YORK. *Wholesale Price List for June and July*.

This is the company's regular catalog,

containing a very comprehensive list of essential oils, aromatic chemicals and specialties. An interesting enclosure is a list of food and cosmetic colors, especially certified food colors and blends of the authorized shades.

□ GLYCO PRODUCTS CO., INC., NEW YORK. *New Catalogue*.

Numerous formulae for the manufacture of flavors and bakers' specialties are given in this attractive new publication.

□ MATHIESON ALKALI WORKS, NEW YORK. "Cutting Costs with Liquid Caustic Soda."

This handsome booklet of 66 pages, gives complete details regarding the use of liquid caustic soda for various processes where alkali is needed. A considerable volume of data regarding the constants of the product together with mixing charts and other useful

Q & A

The department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as space permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

50.—PERMANENT WAVING SOLUTION

Q. Could you kindly inform the writer of a formula for a permanent waving solution. I would like to have a formula similar to some solutions on the market not having an amoniacal odor. To your knowledge, is it possible to make such a solution without ammonia?—C.L.H., Penna.

A. Almost any kind of alkali can be used to make a permanent waving solution. But the best one to date, is ammonium hydroxide, either alone or combined with other alkalis. The advantage of ammonium hydroxide is that it evaporates during the steaming process, leaving no residue. Ammonium carbonate can be used in place of the hydroxide. For an absolutely ammonia-free product, try this:

Potassium carbonate... 12.5 parts
Formaldehyde 0.6 "
Water to make 100.0 "

To make this product milky, you can use one of the specially developed sulfonated oils up to 5 per cent. Be sure you specify the type of waving solution you are making when buying these oils, for it makes a big difference. Or you can try one of the ethanolamine condensation products with sulfated coconut fatty acids, as a wetting agent in place of the sulfonated oil.

51.—ANALGESIC PREPARATION

Q. We have been marketing an analgesic preparation which contains 45 parts of Adeps Lanae Anhydrous, 10 parts yellow beeswax, 15 parts water and 30 parts menthol and volatile ingredients. We have been having this product made for us in one and two hundred pound lots. As we are considering making the product in the above amounts, I would like to know

just what kind of machine you would suggest for making this particular product properly. I would appreciate any constructive criticism of the above formulae you may care to make.—G. N. D. Co., New Jersey.

A. Our suggestion is to continue to buy it in bulk until the quantity involved warrants the outlay for equipment. The only trick is the creaming of the lanolin with water. If you reduce the batch size to say 25 pounds, you can do it by hand. For larger quantities, a suitable beater can be purchased from manufacturers of equipment. To constructively criticize your formula would involve experimentation which, of course, could only be undertaken in a consulting capacity. Beeswax melts at a relatively high temperature and lanolin creams best at or just above room temperature, so you probably will do well to work out that detail in a small way before undertaking commercial size batches.

52.—NON-OILY SUNTAN OIL

Q. We would be grateful for a formula for the non-oily type of suntan oil—H. C., Ireland.

A. So would we. Who wouldn't. But what you really mean probably is, the non-oily type of suntan preparation. Try emulsifying some of the well known filters, such as menthyl salicylate or benzoate 10 per cent, with sesame oil 5 per cent, using 6 per cent triethafinolamine stearate as emulsifier with enough water to make up the balance. If you like, increase the oil content. Some of the sulfonic naphthalene derivatives have been used too. Thus 5 per cent R-salt in some mucilaginous base might work out for you. We take it you do not mean a cream, or you would not ask for an "oil" formula. However, if you do want a cream,

you can simply add the above filters, either the menthyl ester or the R-salt to a vanishing cream or a fatty cream of any type you like. Quinine bisulfate is useful in creams, though some say it is irritating. If you use this, take 5 per cent of the salt. If this doesn't help, please write again, telling us more specifically what you want.

53.—FORMULA FOR ALMOND LOTION

Q. Can you give me a formula for almond lotion which will not separate and directions for making the same. We have tried several formulae, but have more or less difficulty with all of them.—J. B. H., Illinois.

A. Dr. E. G. Thomssen gave a very nice workable formula for such a lotion in his article appearing in the November, 1935, issue, p. 59 of THE AMERICAN PERFUMER. Another article on hand preparations by Maison G. de Navarre in the December, 1935, issue on page 71 also will be helpful. The last article dealt entirely with hand preparations, and is the most up-to-date information we know of regarding the formulation of hand lotions. The suppliers of triethanolamine give the following formula:

Stearic acid 3	parts
Mineral oil 5	"
*Carbitol 5	"
3% quince slime 17.5	"
Triethanolamine 1.5	"
Alcohol 5	"
Water qs to make 100	"

* Any glycerine substitute can be used for this, or glycerine itself. Try this formula, it may be what you need. Be sure the quince slime is well preserved, and added at a temperature not above 50°C. Use the usual technique.

54.—LIQUEFYING CREAM

Q. Would appreciate any information and also the formula for a snow-white soft liquefying cream.—R. S., New York.

A. Please read M. G. de Navarre's article in this journal, Vol. 29, p. 79, 1934. If this doesn't help you try the following formula as suggested by Williams:

Ozokerite m.p. 78°C 20 lbs.
Mineral oil 70/75 80 lbs.
Perfume 4 ozs.

To soften the formula, replace part of the mineral oil with white petrolatum.

Manufacture of POWDERS

by Ralph H. Auch

BEFORE discussing powders generally at length, the only other commonly manufactured and packaged solid, namely, bathsalts, will be touched on briefly. It will be discussed separately since it is crystalline and free flowing whether prepared from sodium sesquicarbonate, borax, tri sodium phosphate, magnesium sulphate or even crushed rock salt and other commonly used ingredients.

The perfume oil, either as such or cut in alcohol, and the color previously put in solution, are both readily incorporated with the salt or salts. The various powder or paste mass mixers of whatever type are available usually handle the work satisfactorily.

If compressed into tablets, a tablet machine of massive construction is necessary due to the relatively large tablet size. Obtaining ready solubility in spite of the dense highly compressed state of the material will not be reviewed as it falls without the scope of this article.

The auger type of filling machine, which force fills, is not required although it may be used with little or no breakdown or crushing of the crystalline structure, i.e., production of fines. In other words, a filler that fills from the top of the container instead of packing from the bottom may be employed.

Impalpable Powders

Not only is the choice of manufacturing equipment important, but the choice of raw materials should receive due consideration. Only brief mention is made here of raw materials and those interested are referred to previous articles by this writer in these pages. "The Evaluation of Talc" in the July, 1933, issue and "Face Powder" in the September and October, 1934, issues.

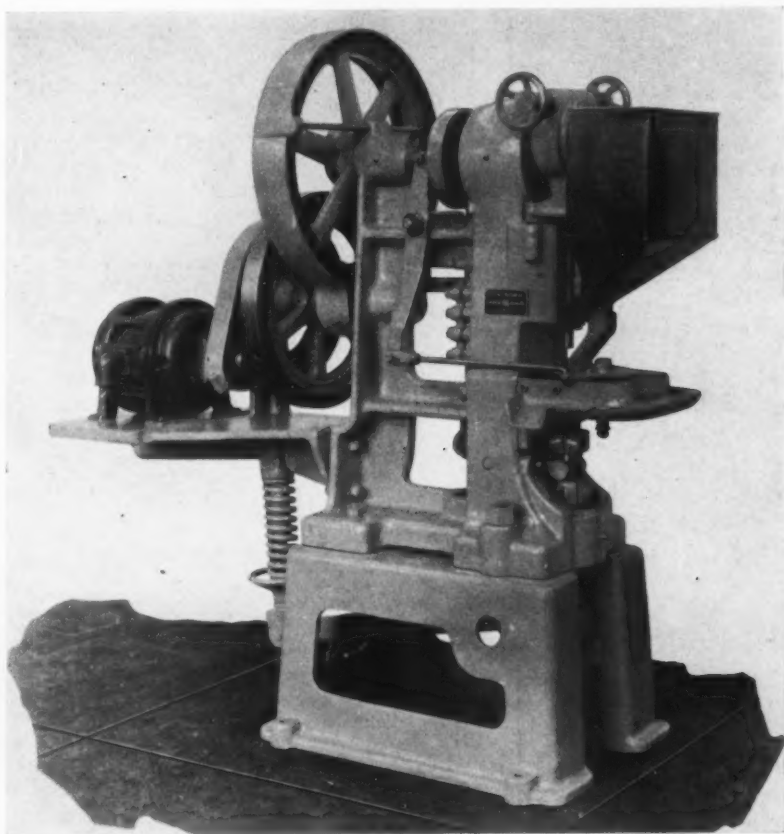
For talcum powders and tooth powders, the sifter and mixer method of manufacture is usually quite satisfactory. This is the oldest and perhaps still the most widely used method for making face powders and toilet powders as well. Judging from the color

Methods of production of the toilet goods industry's largest selling item and the latest machinery for this purpose are discussed in this installment of the series on Modernizing the Plant.

spots and other evidences of poor mixing and sifting of some brands of face powder, either their manufacturers fail to realize its importance or simply won't make the outlay necessary to properly equip.

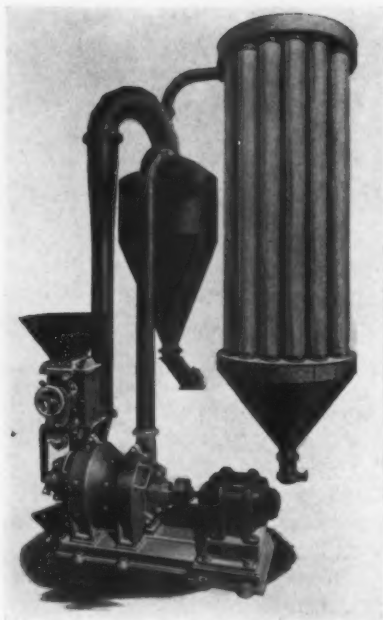
The mixer is usually of the spiral

agitator type with a relatively coarse screen sieve mounted above and as an integral part of the machine. The sifter is equipped with revolving brushes that break down any soft lumps and the screen keeps any paper scraps, bur-lap hairs and other extraneous matter



COURTESY F. J. STOKES MACHINE CO.

Single punch tablet machine of massive semi-steel construction. Adjustments for both thickness or weight of the bath tablets and degree of compression are conveniently made by the handwheels.



COURTESY RAYMOND BROS. IMPACT PULVERIZER CO.

For those who feel they should further grind their raw materials, the above pulverizer is an economical, easy to keep dust-tight, unit.

from the shipping containers of the raw materials out of the batch.

The agitator may be of end discharge or center discharge continuous type. In the former type agitator, the outer blade works the material to the discharge end of the horizontal tank, while the inside or auxiliary spiral works it back. This constant shifting and centrifugal movement insures thorough mixing. In the latter type, the spirals force the material from the ends to the center of the tank and back again. Either will make an intimate uniform mixture in about 20 to 30 minutes.

If a flat vibrating screen sifter is mounted directly under and between the legs of the mixer, the end discharge ties in best, while if a gyratory sifter is used, the center discharge is more convenient and conserves floor space.

Several modifications of the riddle or gyratory screen, or the flat vibrating screen may be used. This arrangement eliminates any need for an elevator, the material flowing by gravity from the mixer. By operating the discharge gate valve by a hand wheel, the flow to the screen can be regulated to a nicety, i.e., keeps the screen completely covered yet not choke it or cause the fines to pass over the tailings.

The latter is perhaps the more widely used due to the relative ease of making them dust tight. Only one modification will be briefly described. Several sizes are available with a screen area of from 6½ to 50 square feet, so that any reasonable capacity can be handled on a single machine. The screen mesh cleaning system consists of a large number of solid resilient balls disposed in compartments under the screen surface. The motion of the screen box causes them to strike the beveled partitions and bounce sharply against the under side of the screen to keep the meshes open.

The slight inclination of the screen, the gyrating motion and the bouncing balls cause the powder to travel toward the discharge end and become stratified. The fine particles pass through the screen, while the coarse ones float along on top to the lower end of the screen, where they are collected as tailings.

It is not necessary to have compound eccentrics to vary the vibration or means for adjusting the screening angle unless widely different formula-

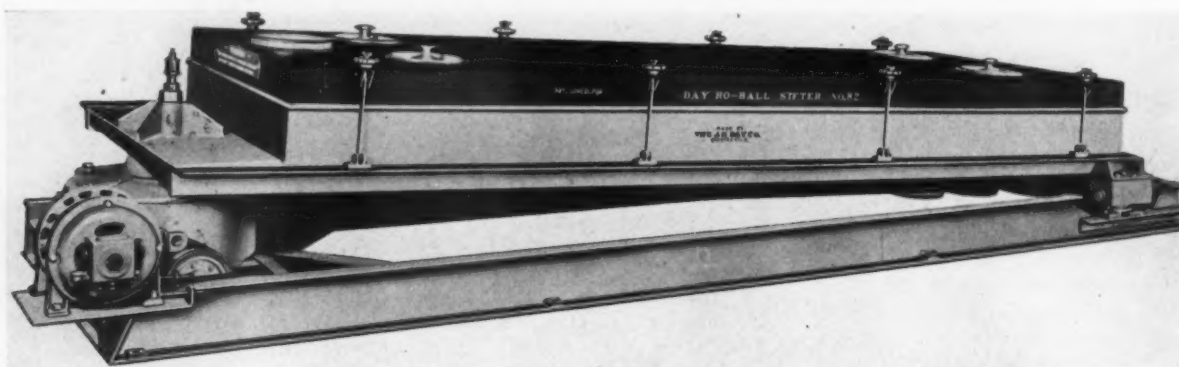


COURTESY ABBE ENGINEERING CO.

The turbine or centrifugal sifter is dustless, quiet in operation and efficient.

tions must be handled on the same equipment. On the other hand, due to the fine mesh of screen, it is quite fragile and especially susceptible to tears and breaks. Frequently patching and occasional replacement of the screen are necessary so that the screen should be easily accessible. That is to say, the machine should be easily disassembled and re-assembled.

When this system is criticized, it is due to lack of preparation of the ingredients. The perfume tends to ball up if added directly to the batch. Likewise, since there is no grinding action, pigment and lake colors cannot be



COURTESY THE J. H. DAY CO.

This type flat vibrating screen sifter may be mounted directly under the sifter and mixer to save handling of material and conserve floor space.

added directly. A jar, ball or pot mill should be used to rub the perfume into about 10 to 20 times its weight of magnesia, chalk or talc before adding to the batch. The color should be rubbed into about 10 to 20 times its weight of talc, the dilution depending upon the intensity of the color. Since the colors particularly should be kept out of contact with iron, the mill should be vitreous lined.

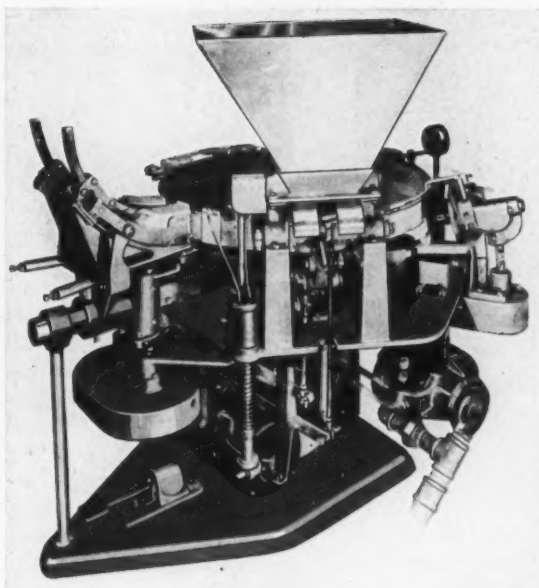
Obviously, on powder batch sizes of 1000-lbs. or less, it is unnecessary to mill the odor or color for each batch separately. Sufficient for 5, 10 or even 20 batches can be handled at a time. This leaves the mill open to grind the tailings from time to time and put them back into subsequent batches and thus cut waste almost to the vanishing point.

The above statements suggest further grinding the ingredients after receipt of the raw materials from the vendors, something this writer has rather persistently held out against. However, competition is growing keener and milady is becoming more critical, so we are on the verge of reversing our position.

The third type of sifting is by means of the turbine or centrifugal sifter. It is driven from above, either by pulley or by a direct vertical motor. It is fitted with an outside, dust-tight, metal casing or with a flexible casing having a zipper attachment for easy and speedy opening for inspection.

It is so designed as to insure even distribution of the powder over the whole surface of the screen. The powder to be sifted is swept against the bolting cloth at a constant angle so that fine sifting is obtained by a relatively coarse screen. The coarse cloth is more wear resistant and screening as fine as 325 to 350 mesh can readily be attained.

A modification of this type is sort of a bolting reel and, incidentally, some powder is still produced on the old bolting reel itself. In this modification, the powder falls on a series of metal distributing discs. The bottom disc blows the powder outward through the mesh and it is delivered, aerated and fluffy. The screen is cleaned by slowly revolving brushes.



COURTESY MODERN PACKAGING MACHINERY CO.

The bag filling machine once installed stimulates the sales promotion department to the wider use of samples. It is also useful for such items as hair wave lotion sold in former form.

On analysis, the powder sifted by any of the above screening equipment has been found uniform. The content of zinc stearate, i.e., the lightest ingredient, and of the zinc oxide or titanium dioxide, which is usually the

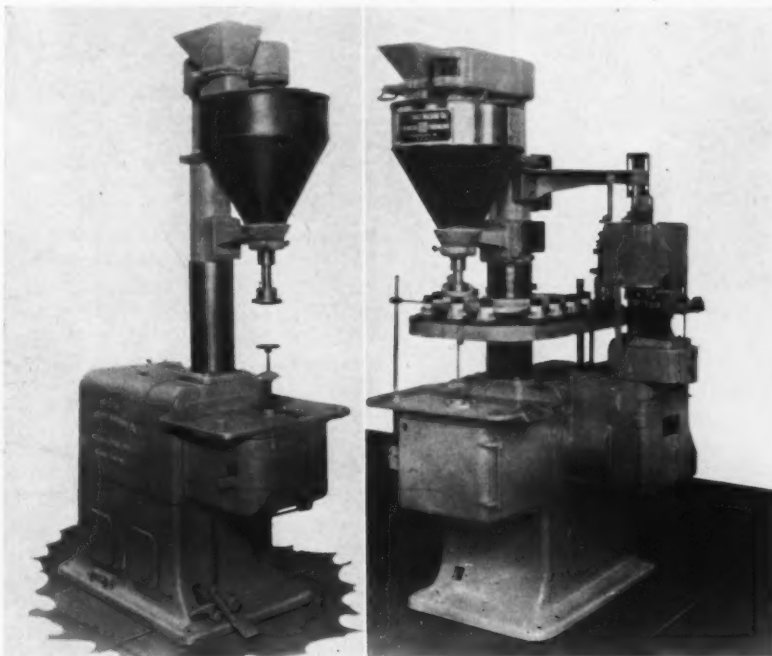
series of swinging hammers.

The hammers pulverize the powder and force it through a screen at the bottom which may be of any desired mesh. Since this type of machine is difficult to clean, the different shades of

heaviest, has been found practically the same in a sample of the first and of the last of the batch.

For the manufacturer desiring to further subdivide, i.e., grind his ingredients, the following is suggested. For very small capacity, a pebble, jar or pot mill may be employed for compounding. The mill should be porcelain lined when a uniformly blended, uncontaminated powder can be produced that requires no sifting. The power consumption is large, capacity considered, but little labor is required and the operation can be made practically dust free.

For large capacity, the pulverizer may be used. Its action is in the nature of beating. The powder previously mixed is fed into a small chamber, a sort of a housing containing a horizontal shaft hung with a



COURTESY THE F. J. STOKES MACHINE CO.

The basic model filler may be installed and used until sales warrant procuring the attachments for increased capacity and further labor saving.

powder should be made in a definite cycle. The lightest shade should be made first, then the next and the next until the darkest, the most highly tinted, is reached. This makes it unnecessary to clean the machine between the runs as a little lighter powder will be lost in the next darker run and no color specks will appear in the finished powder.

Obviously, after the darkest run, it will be necessary to clean the pulverizer before starting through the cycle again with the lightest shade. Such an installation with the very necessary accessories is quite expensive and of such large capacity that it can be economically employed only by the larger manufacturer.

Filling Powders

Powder filling equipment may be classified into three types. One packs the powder and when it becomes of sufficient density in the container, the flow is cut off as the container is forced away from the filling tube. The second measures the powder by volume—a definite number of turns of an auger enclosed in the filling tube. The third weighs the quantity, or more accurately, the flow is cut off when a predetermined gross weight (container plus powder) is attained.

The second and third types are satisfactory for such products as tooth powder and talcum in tins that remain permanently closed even in use. These types of fillers slack fill, which is not readily apparent to the user in the container mentioned. For face, body and bath powder, and for talcum powder packed in glass, the packing type of filler is favored so that consumer's ill will, due to settling, is avoided. Another great advantage of the packing method is that any variation in weight to volume, i.e., apparent density of the powder is automatically taken care of. However, the net weight will obviously vary, but the container is always brimful in any event.

A wide range of capacity in the latter machine is available. The simplest consists of a hopper, a feed auger and a foot or hand elevated filling table. Raising the container and table either by hand or by foot starts the packing fill and the flow is cut off as the container fills and is forced downward off of the filling tube. A positive clutch and braking mechanism insures a quick cut-off and absence of dribble and consequent irregularity of fill and dust.

The next machine in point of capacity is the semi-automatic with a filling range of twenty to thirty-five containers per minute. An operator is required to put on and take off the container. The auger type of mechanism does the filling. For cans the tops are lightly put in place by hand and then pressed home by an attachment on the machine. One modification of this type makes the fill in two steps, the first step partially fills the container while the air is allowed to escape. Then the container is air sealed while the fill is completed, thus minimizing any dusting tendency.

The fully automatic machine operates on the same principle, but moves the containers under the filling auger and passes them on automatically. The containers may be moved along in a straight line or in a circle and may be discharged onto a conveyor after filling and closing.

At least one manufacturer offers a set of ingenious attachments for a semi-automatic to convert it into a fully automatic machine. The container carrier is in the nature of a carousel fitted with a "no container—no fill" attachment and an automatic take-off. When the semi-automatic machine is outgrown or the increase in demand and attendant labor saving warrants the outlay, the attachments and accessories can be secured and put to work.

If a filler is to be installed to remain constantly on one product, the following suggestions may be ignored. When the size and type of container must be changed frequently, due consideration should be given ease and speed of making the change-over. When various shades must be handled on a single machine ready accessibility for cleaning should be taken into account when the choice is made.

Most machines will fill as small as one-half ounce for the dime store and sample sizes. For promiscuous sampling and where a range of shades is packed as a unit on a coupon or radio offer, individual boxes usually become prohibitive in cost. For such purposes the envelope has become quite common. Envelope or bag filling machines are available which do a neat, clean job of filling and sealing.

Such machines may be purchased outright or may be had on a lease and royalty basis, i.e., minimum annual rental and a royalty charged per thousand bags filled. Odors are lost very readily and rapidly from ordinary paper bags so care should be exercised in selecting relatively non-porous paper. The samples should be handled on a hand-to-mouth basis so that they come into the hands of prospective users with a bit of the odor still left in them.

TOILET GOODS ASSOCIATION CONVENTION

(Continued from Page 52)

Solvents Corp.; Paul W. Hyatt, Brass Goods Mfg. Co.; W. E. Klaas, Chase Brass & Copper Co.; M. Lemmermeyer, Aromatic Products, Inc.; W. P. Murray, Continental Can Co.; L. R. Root, Scovill Mfg. Co., and Karl Voss, Karl Voss Corp.

A theatre party on the first evening was followed by a supper-dance at the Biltmore. On the second day the annual golf tournament was played on the course of the Winged Foot Club at Mamaroneck, N. Y., while the ladies enjoyed a bridge tournament at the hotel. The entertainment features culminated in the annual banquet at the Biltmore the third evening. A fine floor show and dancing followed.

Officers for the coming year were elected at the executive session. They

are: H. L. Brooks, Coty, Inc., president; Cecil Smith, Yardley & Co., vice-president; J. H. Miller, Dorothy Perkins Co., vice-president; H. P. Willats, Colonial Dames, Inc., vice-president; Paul F. Vallee, Roger & Gallet, treasurer; J. I. Poses, A. A. Vantine Co., secretary, and Charles S. Welch, executive secretary and manager.

Members of the executive board will be C. A. Pennock, Richard Hudnut; A. H. Bergmann, Oxzyn Co.; J. H. Helfrich, Helfrich Laboratories, Inc.; H. Clyde Balsley, Katherine MacDonald, Inc.; D. H. McConnell, Jr., Allied Products, Inc.; D. J. Mulster, Ferd Mulhens, Inc.; George A. Wrisley, Allen B. Wrisley Co.; A. E. Johnston, Colgate-Palmolive-Peet Co.; Paul Douglas, Bourjois, Inc., and Earl Means, Bristol-Myers Co.

Odor and Constitution

"THE BIPOLE THEORY"

In this intriguing article, **DR. ARNO MÜLLER**, Geneva, advances a new theory on the subject of odor and chemical constitution. He proposes that the activity of the olfactory nerves and other sense organs of the nose are the determining factors in the perception of odor and that these are dependent upon the bipoles of the olfactory molecules. Dr. Müller's procedure is in the opposite direction to that taken by Bogert and others in their studies of odor and constitution. It is published as a novel approach to a very complex subject and one which may stimulate the researches of others. It can hardly be said, however, that the present paper completely demonstrates the soundness of the "Bipole Theory". . EDITOR.

THE scientific and technical importance of perfumes has, for some years past, led scientists¹ of various schools to form theories in respect of the working of the olfactory nerves in the human body, with the intention of discovering the relation between odor and chemical constitution.

Insofar as the process of smelling is concerned, we discern, at present, two distinct groups of theories. One of these groups argues that the perception of the odor is purely electro-magnetic, or may even take place through long-distance-effect. The supporters of the second group maintain that, without actual contact of the odoriferous molecules with the olfactory organs of the nose, no perception of odor is possible. Consequently, we shall have to distinguish, as in the case of the theory of light, between the theory of waves and that of molecular action. These viewpoints will be referred to and criticized later. The author of this article is in favor of a hitherto unknown theory, i.e., the theory of physico-chemical action of the olfactory organ. This new theory endeavors to do away with a number of controversies and irregularities still evident in the views so far expressed in this connection.

My views on this subject have been fortified by a recent publication by K. W. Rosenmund², who proves that the pharmacologic effect of certain synthetic isomeric *Antihelminthica* cannot be solely and satisfactorily explained by the physico-chemical theories, as, for example, lipoid solubility,

superficial tension, absorption and permeability, but that, on the other hand, with the aid of the bipolar characteristic of such compositions, relationship between pharmacological effect and chemical constitution become quite obvious. It is on such a "*Bipole-Theory of Perfumes*" and its application for a better understanding of the olfactory process on one hand, and the relation between odor and chemical constitution on the other hand, that I wish to express my opinion.

Molecules Possess Electric Bipole

It is generally well known that molecules, providing their internal electric charge does not meet in a common electric center of gravity, possess an electric bipole, which is, even in the complete absence of an electric field, perfectly fixed and P. Debye³ calls it a *permanent* bipole. Such organic molecules, of a pronounced home-polar character, differ vastly from the unpolar, central-symmetric as well as from the hetero-polar molecules, to which belong mainly inorganic compositions. Here are the positive and negative poles so far apart from one another that the formation of ionogenous molecules, i.e., independently existing ions, takes place.

The olfactory effects of the typical perfumes are so characteristic and very often of such a peculiar nature that these phenomena force a very severe test upon any new theory.

The new theory, too, admits that the olfactory molecules must enter into contact with the surface of the olfactory organs, if an olfactory effect is to be produced at all. It has been proved that the degree of volatility is not at all decisive for the intensity of the odor⁴. Volatility, however, assures, to the greatest possible extent, the proper distribution of the olfactory molecules.

According to our experience, the bipole of a molecule remains only inactive, if the distance between the molecules is sufficiently great. In liquid or solidified form, we observe a weakening of the bipole. Consequently, dilution in bipole-free dissolvents is necessary, if one wishes to determine the "*Bipole-Moment*".

This, in my opinion, would explain the fact that, very often, concentrated aromatic "agents" have a vastly different odor from their solutions, as, for example, ionone, farnesol, indol, etc., which develop the desired odor only after having been greatly diluted.

The new "*Bipole-Theory*" would explain this in the following manner: The bipoles of the olfactory molecules, in undiluted or highly concentrated form, can influence one another to the extent of altering the odor, or even making it vanish completely (Salvation resp. Association).

Whenever the olfactory molecules enter into contact with the periphery of the organ of sense of the olfactory organism, an irritation is produced at the time of their contact with the molecular field of the "osmoceptor-substance" of Ruzicka⁵, where they are neutralized. The irritation thus produced is individually recorded by the olfactory nerves, then conducted to the central nervous system, where it manifests itself as odor.

The theory of primary and secondary osmoceptors, upon which Ruzicka's theory is based, could be dispensed with for the reason given hereafter.

After the molecular fields of the olfactory molecules have entered into contact with those of the osmoceptors

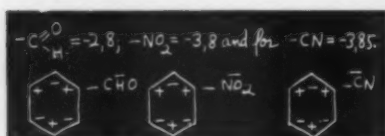
and after the development of sensitivity has taken place, the products, now in their bipole altered reactions, must be rapidly carried away. That this is actually so, is proved by two facts. First, it has been physiologically proved that we never continuously perceive an odor. Secondly, the so-called symptoms of weakness are explained by the new hypothesis. Continuous smelling of excessive quantities of an aromatic material prevents the elimination of the electrically neutralized and transformed elements to the same degree as new polarized molecules are added, i.e., a certain accumulation of aromatic "slags" takes place. These "slags" can be eliminated by giving the olfactory organs short respites.

Certain bipole-free volatile substances, for example, and more especially hydrocarbons such as benzol, carbon-tetrachloride, hexane, etc., show a very distinct olfactory effect. If these substances are of great purity, i.e., if they are free from so-called "Parageneses", their keynote, especially that of the saturated aliphatic hydrocarbons, is of great similarity. The olfactory sensation aroused in this manner, may, however, be due to other causes (for example, strong variation of concentration Lipoid solubility of the nasal mucus), or through irritation to a degree of injuring of other organs of sense placed in the nose. I propose to call this type of aromatic substances "Pseudo-Aromatics." Their unipolar character abnormally influences the olfactory nerve and, consequently, they show little variation.

With the unsaturated, unpolar hydrocarbons, we find a more complicated situation, inasmuch, as, by adding same to the double bond, an "induced" bipole may be produced. I should characterize such an aromatic "agent" as "semi-osmophor". It is well-known that such hydrocarbons show a certain variation in odor.

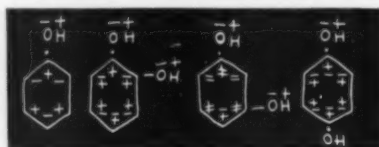
Let us now examine the "bipole-theory of aromatics" by means of a few chemical compositions.

Benzaldehyde, nitrobenzol and benzonitril have one and the same carbon-hydrogen-structure, but quite different osmophorous groups, of which the "bipole-moments" have been determined as follows, viz.:



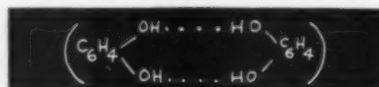
These, according to the above exhibits, will very similarly influence the carbon-hydrogen-structure.

As their bipole-moments (distribution of electrons) are not quite identical, it is only natural that, strictly speaking, the olfactory effect is not quite the same either. Actually, the experienced nose will easily detect the finer "nuances" of the bitter almond note, even in concentrated form. Dihydroxy-benzene should have a strong olfactory effect, whereas, theoretically, ortho- & para-di-hydroxy-benzene should be odorless, which actually is the case. Meta-di-hydroxy-benzene, however, should be odoriferous.

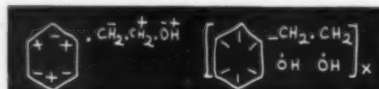


strongly odorless odorless odorless

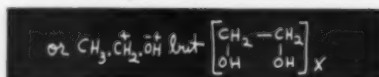
But, contrary to the theory, meta-benzol-dioxychloride is odorless, which is explained by association, viz.:



We find similar situations with alcohols compared with glycols, p. ex.:

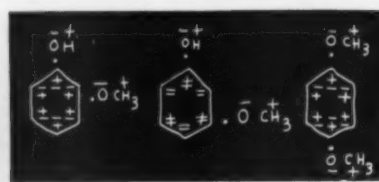


odorous very faint odor



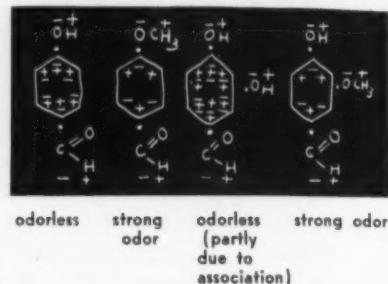
odorous odorless

If the hydrogen of the hydroxyl-group in the benzol-dioxychlorides is replaced by CH_3 -groups, the odor is produced by reducing the over-charged polarities, which have a disturbing effect upon the odor, and by simultaneous separation of the associated molecules.

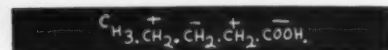


odorous strongly odorous fairly odorous

The same process can be observed with the following oxy-aldehydes and their methyl-ethers:—



If you introduce a $COOH$ -Group into any quantity of remaining hydrocarbon, it so happens that, as in the case of benzol-derivatives, additional bipole-moments are produced by induction, for example:



As the length of the chain increases, one observes a maximum olfactory development as far as the atomic figure of the hydrocarbon C_8 . However, as the chain increases, odor decreases. The acid " C_{14} " is practically odorless. We find the same situation with the alcohols C_1 - C_{11} . The decisive factor of the fading away of the odor must be attributed, not only to the difficult volatility of the higher links, but also to their association. The bipole-moments of the higher acids must, according to the theory, be insignificant.

The aromatic carbonic acids are, with a few exceptions, odorless. They are, as is well known, strongly associated.

As regards the experimental working of the theory, systematic experiments will have to be carried out, in order to determine the bipole-moments of absolutely pure aromatics and, in my opinion, it is advisable to pay particular attention to the "generalized moments"¹⁰, when such experiments are made.

Apart from these, a knowledge of the proportional association of the substances under examination is necessary.

In one of my next articles, I shall report about the part played by the distribution of electrons, which is decisive for the development of the bipole-moment.

(1) The most prominent of these are: J. v. Braun, W. F. Charles, Th. Durrans, H. Heller, H. Henning, O. Gerhardt, W. Krich, L. Ruzicka, E. v. Skramlik, H.

- Teudt, O. Wallach, H. Zwaardemaker a. s. o.
- (2) K. W. Rosenmund, "Studie über den Zusammenhang von dielektrischer Polarisation und pharmakologischer Wirkung." *Angewandte Chemie* 45, 701-705 (1935).
- (3) P. Debye, "Polare Molekeln," Leipzig 1929, see also O. Werner. *Z. f. angewandte Chemie* 43, 663 (1930) a. s. o.
- (4) See: H. Zwaardemaker "Der Geruch," p. 58, and E. v. Skramlik, "Handbuch der Physiologie der niederen Sinne," Leipzig 1926, p. 60.
- (5) See: P. Debye, "Polare Molekeln," loc. cit.

- (6) L. Ruzicka, "Die Grundlagen der Geruchskemie," *Chem. Ztg.* 1920, 93 & 129.
- (7) E. v. Skramlik, loc. cit. p. 46.
- (8) A. Müller, "Ueber Paragenosen und 100proz. Riechstoffe," *Deutsche Parfümerie-Zeitung* 17, 80 (1931), and *Seifensieder-Zeitung* 58, 845 (1931).
- (9) See: A. Müller, "Ueber die Konstitution der homogenen Säuren und die Beeinflussung ihrer Acidität durch Lösungsmittel," *Z. f. anorganische Chemie*, vol. 217, 113 (1934).
- (10) W. K. Sementschenko, *Kolloid-Zeitschrift*, LX, 177 (1932).

the Old Man with



⌚ Texas must, indeed, be quite a state. Its Centennial celebration has succeeded in attracting still another perfume. Again the famous bluebonnet is the theme and this time the job has been most attractively done by Lucretia Allen. Never having smelled



the bluebonnet, we feel incompetent to pass on the faithfulness of its reproduction in the bottle. If it is a good reproduction, we shall feel more free to recommend Texas to our friends in the future, for the perfume seems very nice, indeed. Patiently we wait for our Texas readers to favor us with a few of the flowers for comparison. Or isn't this the season?

⌚ Yes, indeed, Mr. Frank Blair knows how to run a meeting! He not only gets them there without promising a

combination of Broadway night club and souvenirs by Tiffany, but he keeps them there until the end and makes them talk while they are there. A good deal of real importance went on at the Proprietary Association's annual convention and a great deal of good was actually accomplished. The fact that the medicine men know what makes the wheels go round is evidenced by Mr. Blair's unanimous re-election for a twenty-third term as president.

⌚ We viewed with some amazement the business sessions of the T.G.A. convention. Coming in from one luncheon which was literally swarming with interested and intelligent looking people, we found some fifty-two rather dreary gentlemen, engaged in the *business of the convention*. We heard Mr. Mock deliver one of the best addresses on legislation and the perils of the future to which it has been our good fortune to listen. We expected a flood of questions and debate. There was plenty to ask about. But nothing happened!

Then Mr. Eisner talked on the subject closest to their hearts—TAXES. Now, Mr. Eisner knows a lot about this

subject. We are informed that his fees are ample to provide a very comfortable living. Here was the opportunity to get plenty of costly legal advice without paying a cent! One or two perfunctory and not too pertinent questions and Mr. Eisner was excused to seek his paying clients. What is there about these business sessions anyway that makes men pass up such grand opportunities?

However, everything has its compensations, and when we found what had actually been done by the association on the tax question and what had been started along the lines of intelligent control of advertising, we were willing to forgive and forget the more or less tragic waste of some of the business sessions.

⌚ The sad-eyed hound, companion of our wanderings, reported on the Winged Foot golf party. He is a golf hound, best in the world on lost balls and those that go into the brook. Never gets caught at it, either. He said it was a fine party and some very good golf was played. Pressed for further information, he disclosed that he had gone around the East Course three times, watching convention golfers. When we pointed out that the convention played on the West Course, he merely remarked that he was glad to have seen such good golf. He is, perhaps, at the age, where he must report less active pursuits. Next year, he can do the business sessions.

⌚ Three men came all the way from California for the convention. The cosmetic colony out there is certainly on its toes. We, in the East, could watch them more closely with good effect on our social and business gatherings and no very bad effect on our businesses.

The Middle West was well represented, although the delegation might have been larger. We hear, too, that they got what they came after. More is likely to be heard from them than in the past.

Disliking banquets, as we do so heartily, it would be unfair to comment on this one. Everyone seemed to be having a good time, excepting the poor committee. Something more than thanks ought to go to Charley Kelly and his gang. They worked if nobody else did.

It was a GOOD CONVENTION!

FREEGIFT PATCHIN.

NEWS & events

Keim Honored at Dinner

Raoul D. Keim, vice-president of E. R. Squibb & Sons, before his departure for an extended vacation in Europe, was guest of honor at a bon voyage

dinner held at the Commodore Hotel in New York, May 27. About 150 members of the trade were present to pay their respects to Mr. Keim. Turner F. Currens, vice-president of the Norwich Pharma-



Mr. Keim

cal Co., was toastmaster and introduced the speakers after making an opening address. Joseph C. Hearn, president of Harold F. Ritchie & Co., and chairman of the dinner committee, presented Mr. Keim with a wardrobe suitcase, a gift from the group, which also sent flowers to Mrs. Keim. The principal address of the evening was delivered by Carleton H. Palmer, president of E. R. Squibb & Sons.

Henniger Now With Peggy Sage, Inc.

Charles Henniger, for the last nine years engaged in the retail field as manager of the toilet goods and drug departments of Herzfeld-Phillipson, Milwaukee, has joined Peggy Sage, Inc., New York, and will have complete charge of sales. Peggy Sage, Inc., has salons in New York, London and Paris, all of which will be under Mr. Henniger's direction. He has had a wide experience in drug and department store merchandising

and, prior to his connection with the Milwaukee department store, was with the Owl Drug Co. in various managerial positions for ten years.

Stevens Resigns from Arden

George A. Stevens, for the last year general manager for Elizabeth Arden, New York, has resigned his position with that company. He will announce his plans for future activities after a brief vacation. Mr. Stevens has been successfully associated with the toilet preparations industry for many years. He joined Arden after several years as president of Groville Sales Corp., New York.

Mrs. Chase Returns From Europe

Mrs. Nellie Blythe Chase, president of the Franco-American Hygienic Co., Chicago, returned, May 28, from a two months' business trip to Europe where she visited Southern France, Holland and England. Mrs. Chase reports a most satisfactory trip to Grasse, where she found producers of essential oils very helpful and anxious to cooperate with her to the fullest extent. She feels that this trip has been very successful and will be of great value to her in her work.

Lelong Open Coast Branch

Lucien Lelong, Inc., has opened a new office and warehouse at 747 Warehouse street, Los Angeles, to take care of its business on the Coast. All shipments to ac-

counts in the Coast and Mountain states will be taken care of from this location, and the business of this district will be handled from there rather than from the head office in Chicago. This move was necessitated by the expansion of business on the line, and an organization adequate to conduct the business has been appointed under the direction of Lawrence Heiner, in charge of the territory.

Storfer Acquires Corday Control

Benson Storfer, president of Perfumes Corday, Inc., for the past three years, has obtained a controlling interest in the company.



Mr. Storfer

C. Lionel Marcus, who has been associated with the Corday organization for many years and was formerly president of the Lionel Trading Co., when that house was agent for the Corday line of perfumes, has sold his interest in the company and retired from active connection with it.

Mr. Storfer is one of the best known men in the industry with which he has been associated for more than twenty years. He organized Storfer Laboratories and headed it for some time, but sold his interest in it when he became associated with the Corday business. He is well known to buyers in all parts of the United States and it is largely through his energetic and able direction that the company has made such rapid strides during the last few years.

Boylston Again Heads A.D.M.A

A. C. Boylston of the Mallinckrodt Chemical Works, St. Louis, was reelected president of the American Drug Manufacturers Association at its recent meeting. Vice-presidents are: Oscar W. Smith, Parke, Davis & Co., Detroit; Dr. L. N. Upjohn, Upjohn Co., Kalamazoo; and S. De Witt Clough, Abbott Laboratories, Chicago. R. Lincoln McNeil of McNeil Laboratories, Philadelphia, was elected treasurer and Carson P. Frailey, Washington, D. C., was reappointed executive vice-president. The meeting was one of the most successful in the history of the organization. It marked the 25th anniversary of the founding of the association.

Luckman Made Pepsodent Vice-President

Charles Luckman, for several years sales manager of the Pepsodent Co., Chicago, a position in which he made an enviable record, has been made vice-president of the company in charge of sales. Stuart Sher-



Mr. Luckman



Mr. Sherman

man has joined the company as vice-president in charge of sales promotion and advertising. He comes to Pepsodent from Lord & Thomas, advertising agents, but was formerly associated with the industry as a divisional sales manager for Colgate-Palmolive-Peet Co.

Holliday Heads Buyers' Conference

John S. Holliday, manager of the toilet goods department of the Joseph H. Horne Co., Pittsburgh, has been chosen chairman of the Perfume & Cosmetic Buyers Conference to be held at the Commodore Hotel, New York, September 15 to 18. Mr. Holliday is one of the foremost figures among the toiletry buyers of the country, and his selection was by ballot

among buyers of toilet goods in all parts of the country.

According to Thomas G. Jones, secretary of the conference and manager of the exhibition which will again form a part of it, reservations for space on the part of manufacturers have already exceeded those of last year, while buyers from all parts of the United States have already signified their intention of being present and taking part in the group meetings. All records for last year's successful show and conference will undoubtedly be broken at this year's event.

Denney & Denney in New Quarters

Denney & Denney have moved their New York offices and showrooms to 551 Fifth avenue. These offices, in charge of George H. Voelker, vice-president in charge of sales, were formerly located at 11 West 42nd street.

Molinard to Manufacture in England

Parfums Molinard, Ltd., has recently acquired factory premises in London, and proposes to extend the scope of manufacture of Molinard products in England. The company's premises at Brook street, London, W.1., which have served as a distributing center for Molinard Jeune products in Great Britain, are being closed down; but, in addition to the new factory, the company also intends acquiring new distributing premises in the West End of London. It is anticipated that the new arrangements will enable a reduction in prices in England to be effected; and a new brochure, giving price alterations, is being prepared.

Credit Men Celebrate

The Drug, Cosmetic and Chemical Credit Men's Association held its final meeting of the season June 6 at the Building Trades Club in New York. The affair was in the nature of a celebration for the completion of a year's very successful work. Through the exchange of information, the association feels that many thousands of dollars have been saved for members, now totaling 26 and embracing many of the most important supply houses in the industry. It has been the aim to keep the membership

at a level compatible with efficiency, but applications will be entertained from about ten more concerns interested in the work. They may be forwarded to Nat Ottensoser, 220 Fifth avenue, New York, or to H. W. Knapp, Armstrong Cork Products Co.

Guerin to Visit This Country

Georges Guerin, president of Grenoville, S.A., Paris, makers of the "Grenoville" line of perfumes, plans to visit the United States



Mr. Guerin

late in June and will make his headquarters with Groville Sales Corp., New York, American representatives of his company.

Mr. Guerin, a graduate of the famous Ecole Polytechnique of Paris, is well known as an authority on the French perfume industry. The rapid development of the Grenoville line in recent years is largely due to his intelligent management and his introduction of modern methods and new ideas in production and packaging. His line is rapidly winning wide recognition here as well as abroad.

Luzier's Start Summer Conventions

Luzier's, Inc., cosmetic manufacturers, 3216 Gillham Plaza, Kansas City, Mo., conducted the first of a series of summer conventions at Bella Vista, Arkansas, on May 27, 28 and 29. Representatives of the organization to the number of three hundred were in attendance from the states of Arkansas, Louisiana, Mississippi, Alabama, Oklahoma and Kansas. Mr. Thomas Luzier and staff from the home office went to the convention by plane.

Another regional convention was held at Terre Haute, Indiana, June 5. Arrangements are being made for other conventions to be held this month in Massachusetts, Pennsylvania and North Carolina.

The property recently purchased by Luzier's, Inc., Kansas City, Mo., located at 3245-47 Oak street, and adjoining their plant, has been rezoned to permit the addition of their plant on the newly acquired property.

Bates Offices and Showrooms Moved

Showrooms of C. J. Bates & Son, manufacturers of the "Barbara Bates" line of manicuring preparations have been moved to larger and more convenient quarters at 565 Fifth avenue, New York. A large suite on the twelfth floor has been taken and includes general office space, a finely appointed showroom and private offices for Mrs. Gizella Fowler, manager of the New York office.

Blair Again Heads Proprietary Group

Frank A. Blair, vice-president of the Centaur Co., New York, was again re-elected to head the Proprietary Association at its convention held in New York, May 14 and 15. Mr. Blair has been president of the association for 22 years, and it is largely due to his energy and ability in co-operative affairs that the organization has attained its present prominent position among drug industry groups.



Mr. Blair

Other officers re-elected were: Henry P. Bristol, Bristol-Myers Co., first vice-president; E. K. Hyde, Mentholatum Co., second vice-president; J. H. Howe, A. H. Lewis Medicine Co., third vice-president and Charles P. Tyrrell, Syracuse Medicine Co., secretary and treasurer.

Alvin G. Brush, chairman of the board of American Home Products Corp. and Fred E. Rathburn, president of the Olive Tablet Co., are new members of the executive committee.

The veterinary and scientific sections of the association held meetings prior to the general session, in which he discussed the work of the association during the last year, especially that relating to Food and Drugs legislation, price stabilization and taxation. Reports of committees were received and adopted and delegates from the other drug trade associations were introduced and spoke briefly.

One of the most important and interesting discussions was that on price stabilization which took up practically the entire closing day of the conven-

tion. All phases of opinion as to the advisability of the del credere or other consignment plans of maintaining resale prices were thoroughly discussed. A complete exposition of the plan used by the Dr. Miles Medicine Co., Elkhart, Ind., was made by Sen. A. H. Beardsley, president and Charles Beardsley, vice-president of that company. A general discussion of this particular method followed, in which representatives of most of the important manufacturers participated.

The association's general counsel, James F. Hoge, reported in detail on the pending Food and Drugs Act revision, and strongly urged manufacturers to support and press for the passage of the Copeland Bill (S.5). Mr. Hoge pointed out that failure of the bill at this session would wipe the slate clean in Congress and lead, possibly, to a bill which would be much less pleasing to the affected industries.

Following the election of officers, chairmen of two of the most important committees were announced. They are Fred S. Weiss, vice-president of the Charles H. Phillips Chemical Co., chairman of membership, and S. D. LeGear, president of the LeGear Medicine Co., chairman of the veterinary section.

Davis Factor Back from London

Davis Factor has returned from a six months' trip to London, where he was establishing the United Kingdom branch of Max Factor. He reports things going swimmingly there, and confidently expects the establishment of offices and salons there that will be equal to the impressively beautiful and spacious plant at Hollywood. Your correspondent had lunch with him and Max Firestein of that company soon after his return, and can report that things are certainly doing in that busy organization.

Mrs. Von Glahn Sails for Europe

Mrs. Lucille Von Glahn, toiletries buyer for Bullocks-Wilshire, Los Angeles, sailed Wednesday, May 27, on the *Berengaria* for Europe. Mrs. Von Glahn will visit France, England, Czechoslovakia and Austria in the course of her trip, and expects to return to the United States some time in July.

Grunig Joins Amouroux, Inc.

Edmond Grunig, former sales manager of Houbigant, Ltd., of Canada, has been appointed sales manager of Pierre Amouroux Inc., New York, sole agents for the Bienaime, Molinard and Molyneux products in the United States.



Mr. Grunig

Mr. Grunig, a naturalized American, is a native of Switzerland. Before entering the cosmetic industry, he was active in the banking field in London, Rome, Paris, San Francisco and New York. He joined the Houbigant organization in 1928, was appointed district manager in the Middle West, and later was transferred to Montreal as sales manager for Canada. Through his long association with this company, Mr. Grunig has made a host of friends in the trade; he will soon leave for an extended trip throughout the United States to renew old acquaintances.

The offices of the company in Rockefeller Center have been considerably enlarged and a beautifully appointed showroom added. Buyers and members of the industry are invited to visit the showrooms and offices when they are in New York.

Rosenfeld and Lande Sail for Europe

Al Rosenfeld, president, and S. Theodore Lande, vice-president in charge of sales, of Al Rosenfeld, Inc., New York, sailed on the *Champlain*, May 23, for a European visit of from six to eight weeks. Their time will be spent in France and England and they will visit their principals, Vigny, Myon and Rolane, for whose products they are sole American distributors. Al Rosenfeld, Inc., was established in 1932 and Mr. Lande joined the company last year after four years as vice-president and sales manager of Groville Sales Corp., and a background of many years experience in the perfume and cosmetic field. He and Mr. Rosenfeld are joint owners of the business. Several new items and additions to their lines are in prospect and these will be announced upon their return from abroad.

Mary Chess Moves Laboratories

Mary Chess, Inc., toilet preparations, New York, moved into larger manufacturing space early this month. The new laboratories, located at 305 East 63rd street, afford several times the area of the present quarters and will be fitted with the most modern equipment.

Mrs. Avery Robinson, president, reported that this increase in production facilities was made necessary by the steady development of the wholesale end of the business and emphasized that, as in the past, every laboratory activity will continue to be under her personal supervision.

The retail shop and offices will remain at 128 East 66th street, as at present, under the direction of Mrs. F. A. Roelker, secretary of the company.

The foreign business of Mary Chess, Inc., New York, has developed to such a degree that an English company has been formed. Although under the guidance of the American organization, the new company will operate as an independent unit under the direction of Richard H. Hawkins.

Consumers in England will be supplied from a shop at No. 1 Jones street, Berkeley square, London, W. 1, as well as through customary trade channels which are now being established. Production of Mary Chess merchandise from this address will embrace the same groups of perfumes, cosmetics and bath accessories which are now on the domestic market, with faithful adherence to the original formulae which have contributed so much to their success in this country.

Entertains California Cosmetic Group

Glass Containers, Inc., was host at the last meeting of the California Cosmetic Association. Instead of the regular meeting and dinner at Hollywood, the group met at the plant of Glass Containers, Inc., at six o'clock, where all preparations to receive them in the style to which they are accustomed had been made. Youngs, caterers, had been warned in plenty of time that a body of ladies and gentlemen with good appetites were about to descend in a body, and they were amply prepared. Set up in one of the large rooms at the plant was an array of flower-decorated tables that would have looked well at Buck-

ingham Palace, said President Horsfall, and the dinner certainly was excellent.

After that important function had taken its place in history, the members were divided into groups of ten and escorted through the plant by the gentlemanly ushers—that is to say, by exceedingly well-informed members of the staff of Glass Containers, Inc. Due to this well-planned arrangement, everybody was enabled to see the multifarious and interesting processes of the manufacture of the containers which are so important a part of every toilet goods line, and become more intimately acquainted with the problems which cause regretful shakes of the head when a well-meaning importer wants a run of two and a half dozen bottles at the twenty thousand price.

Johnson Plans to Visit America

S. C. Johnson, general manager of Morny, Ltd., the famous British perfumers of Regent street, London, is planning his first visit to the United States. He expects to reach Los Angeles July 4, after traveling via Bermuda, Jamaica and the Panama Canal. He will be accompanied by his American-born wife, the celebrated singer, Elena Danieli, and the couple propose staying a few days with Mrs. Johnson's folks at Ranch Santa Fe, after which they will travel overland to New York. Mr. Johnson is anxious to meet as many of his friends in the trade in America as possible, and he will be operating from the offices of the Morny Sales Co., the American agents for Morny products.



The California Cosmetic Association sent these three gentlemen to represent California at the T. G. A. convention. "Decided on Monday" and "Left by Transcontinental plane on Thursday" is the way the California association does it. They are Maurice Goldman of Sales Builders, Inc., Gail B. Selig, counsel for the association, and Capt. H. Clyde Balsley of Katherine MacDonald, Inc.

Mrs. Spicer Now Heads Company

Mrs. C. R. Spicer has been elected president and general manager of The Charles R. Spicer Co., Inc., Memphis, Tenn., succeeding her late husband who died in December, 1935. She has appointed J. C. Miller assistant manager in active charge of operation. The office and plant have been remodeled and additional equipment added for the manufacture of compressed tablet incense. Several other new products are being added to the line.

The company was founded by Mr. Spicer in 1912 and he continued as president until his death.

Cosmetics on the "Queen Mary"

No ship has created such immense public interest as the *Queen Mary*, the giant Cunard liner, which, by the time these words appear in print, will have already made her first trip from Southampton, England, to New York. Everything possible has been done to provide for the comfort and amusement of her 3000 passengers; and it has not been forgotten that many of these will be of the fair sex who will, no doubt, wish to replenish their supplies of beauty products during the trip. Situated in the shopping center on the promenade deck is an attractive display of the perfumery and toilet products of the famous house of Morny, London, while another at-

tractive showcase, made of dull walnut and indirectly illuminated, displays Yardley's "beauty secrets from Bond street." These products are on sale on the Cunard Co.'s shop on board the ship; and it is understood that fresh supplies will be placed on board each voyage. English women traveling on the *Queen Mary* will thereby be able to obtain the same service as if at home in the heart of Mayfair, purchasing their beauty products at the prices prevailing in London.

Dr. Guenther Sails for Europe

Dr. Ernest Guenther, chief research chemist of Fritzsche Brothers, Inc., New York, sailed for Europe early in May. Dr. Guenther will supervise the activities of the Fritzsche factory in Seillans, France, during the flower season and will also spend some time in further investigations of essential oils and study of the essential oil producing regions in various countries. He will return to New York early in October.

Leon Chiris Visiting Here

Leon A. Chiris, head of Etablissements Antoine Chiris, Paris and Grasse, arrived on the *Normandie*, May 11. With him was Jean Gondran, manager of the Grasse factory of the company. They will spend

a few weeks here studying economic conditions in the United States and will visit the many friends of the house of Chiris in the perfume and cosmetic trade.

Both men attended sessions of the Toilet Goods Association in New York. They are making their headquarters with Antoine Chiris Co., Inc., New York, of which Louis Rapin is vice-president and general manager.

Kimble Employees Stage Play

The Kimco Club, formed by the employees of the Kimble Glass Co., Vineland, N. J., recently



Principals of "Racing Hearts"

staged one of the snappiest and most brilliant musical comedies to be presented in their locality.

Six weeks of intensive training under strict professional supervision plus the natural talent, the keen interest and the hard work of the cast of some eighty performers, enabled "Racing Hearts" to enjoy an overwhelming success on two successive nights.

"Racing Hearts," an original book by Edward J. Kidwell and Clarence A. Stout, boasted an exclusive musical score of tuneful toe-tickling melodies, the latest stage dancing routines and elaborate stage settings presenting a romantic picture of an old Southern home, full-bloom cotton fields and the famous hanging moss of the Louisiana bayous.

Although the Kimco Club has sponsored many activities, social, welfare and athletic, for the good of its members, this was its first theatrical adventure. The undertaking was, indeed, a financial success, but over and above that, it brought to light the fact that a great deal of hidden talent is present in the employees of an industrial firm waiting for just such an opportunity of expressing itself.



Morny Display on the "Queen Mary"

Green Promoted by Addison

William H. Green, for some years in charge of the New York office of Addison Lithographing Co., Rochester, N. Y., has been made vice-president in charge of sales promotion by the company. Mr. Green will continue to make his headquarters at the New York offices, 500 Fifth avenue.

Cincinnati Soap Offices to Dayton

The Cincinnati Soap Co. has moved its executive offices from Cincinnati to its plant at Dayton, Ohio. The plant has been operating in Dayton for the past nine years and the move was made in the interest of efficiency and improved service.

The ownership of the company recently changed hands, but the company is continuing to operate the same as heretofore with the same sales force, under the direction of Max P. Rosenthal, sales manager, who has been with the Cincinnati Soap Co. since 1917.

The sales policies of the company will remain unchanged. Improvements are being made in the technical end, which will greatly increase the scope of the company's offerings to the trade. The company's business has already shown a considerable improvement in the last thirty days, due to improved offerings.

Killeen Sails for European Vacation

Edward V. Killeen, president of George Lueders & Co., accompanied by Mrs. Killeen and their daughter, Clare, sailed on the *Manhattan* on May 20, for a pleasure trip to Europe, which will include visits to points of interest in Ireland and France. Much of their time will be spent in Paris and they expect to do a considerable amount of automobile touring outside of Paris. They expect to return on the *Queen Mary*, July 5.

More Food and Drugs Cases on Flavors

Notices of judgment under the Pure Food & Drugs Act issued by the Department of Agriculture outline two more flavor cases which have recently come before the department. No. 24774 recounts the seizure and decree of condemnation of lemon extract

shipped by the de Calais Laboratories from New York. In this case, isopropyl alcohol had been added to the extract. No. 24785 was a case of adulteration and misbranding of imitation lemon extract shipped by the Drew Corp., Brooklyn, N. Y. The "extract" in this case consisted "essentially of water, a small amount of alcohol and a yellow coal-tar dye." Misbranding was alleged because the label designated the product as "imitation lemon extract composed of lemon oil, citral, alcohol, water and color." A decree of condemnation was issued in this case also.

Insecticide Men Meet in Chicago

The National Association of Insecticide and Disinfectant Manufacturers held its 22nd annual mid-year meeting at the Edgewater Beach Hotel, Chicago, June 8 and 9, preceded by a golf tournament at Bob-



Dr. Weed



Dr. Thomssen

O-Link, June 7. The most important topic discussed was that of a standard for liquid insecticides which was covered in the report of the Insecticide Specification and Standardization Committee, headed by Wallace Thomas of Gulf Refining Co. The plan is to have the standard base made and distributed by the association at moderate cost so that all sprays may be rated on a kill basis as compared with the kill of the standard product at the same time.

Several interesting technical papers and reports were presented, among them one by Dr. E. G. Thomssen, chief chemist of the J. R. Watkins Co., and contributing editor on soaps for *The American Perfumer*. His address was devoted to "Extended Uses of Coal Tar Disinfectants." Dr. Alfred Weed of John Powell & Co., New York, spoke on "Methods of Testing Insecticides."

The meeting closed with a dinner and floor show in the Michigan Room of the hotel.

Antonow Honored by Employees

More than five hundred employees of Vadsco Sales Corp., New York, honored S. L. Antonow, president of the company, with a testimonial luncheon at the Park Central Hotel early in May. Representatives of the company's production, office and sales departments made informal talks and Mr. Antonow was presented with a handsome tie holder as a memento of the



Mr. Antonow

occasion. Responding, he thanked the staff for its loyalty and good work and predicted the formation of a "middle class political party" as a result of the depression and efforts to recover from it. "The middle class, long the backbone of America, will prove the nation's salvation in its economic period of trial," Mr. Antonow declared.

All directors of the Vadsco Sales Corp. were unanimously re-elected at the annual meeting of the stockholders. The directors are: Samuel L. Antonow, John Glossinger, Glenn W. Haskell, Robert E. Lee, Louis S. Ottimer and S. Barksdale Penick of New York; Benjamin V. Becker, Sidney A. Loeb, Daniel P. Seibert and Oscar U. Sisson of Chicago and A. L. Fletcher of Boston.

At the meeting of directors which followed immediately that of the stockholders' meeting, the following were continued in office: Samuel L. Antonow, president; Sidney A. Loeb, 1st vice-president; Daniel P. Seibert, 2nd vice-president; Robert E. Lee, secretary-treasurer. S. Barksdale Penick was elected a member of the executive committee of which Sidney A. Loeb continues as chairman. Other members are Mr. Antonow and Mr. Glossinger.

Glyco Products New Address

The Glyco Products Co., Inc., New York, is now located in its new address, 148 Lafayette street; telephone number CAnal 6-6510. This move has been made in order to consolidate the laboratories, warehouse and executive offices. By putting these three branches under one roof, centrally located in lower New York, near the Holland Tunnel, faster and more efficient service and shipments are made possible.

Sixty-fifth Anniversary of Fritzsche Brothers, Inc.

Gratefully dedicated "to those men and women who have labored these many years to make our good name better," an unusual leather-bound volume has been issued to commemorate the sixty-fifth anniversary of Fritzsche Brothers, Inc., New York. Not intended as a record of achievement, the volume tells in splendid pictures by Margaret Bourke-White, the story of Fritzsche Brothers, Inc., as it exists today.

It is based on the new quarters which the house now occupies at 76 Ninth avenue, New York, probably the finest quarters occupied by any essential oil house in the world. The fine photographs are almost equal to one of President F. H. Leonhardt's personally conducted tours of the establishment, which many in the industry have so thoroughly enjoyed. Shown are practically all of the numerous departments and a large part of the personnel, engaged in the work which must be pleasant in such splendid quarters.

It is indeed a pleasure to extend anniversary congratulations to the house and its officers and owners, F. H. Leonhardt, president; W. A. R. Welcke, first vice-president and treasurer; B. F. Zimmer and George L. Ringel, vice-presidents; and A. D. Armstrong, secretary. The entire industry will join *The American Perfumer* and its Editors in best wishes for continued progress.—S. L. MAYHAM.

Canaday Named Lentheric Officer

W. D. Canaday, for the last three years general manager of Lentheric, Inc., New York, was elected vice-president in charge of sales at the recent annual board of directors' meeting of the company. Mr. Canaday has been conspicuously successful in his work as general manager and his promotion comes as no surprise to the industry.

Barbas Heads Patou Organization

Following the death of Jean Patou, founder and head of the Paris perfume house of that name, Raymond Barbas has been made sole director of the perfume company. Mr. Barbas has been associated with the organization since its inception and has spent much of his time in the United States. He is a brother-in-law of the late Jean Patou.

Columbia Awards Stummer Ph.D.

Joseph L. Stummer, who has been engaged in the toilet preparations industry as a consulting chemist since 1921, received the degree of Ph.D., June 2, from Columbia University, where he has been doing

post-graduate work for several years. His thesis on Colloidal Clays was unanimously accepted—an unusual honor. It will be published in the Autumn. On June 5, Dr. Stummer sailed on the *Queen Mary* for a business trip to England and France. He will pursue his research work in Grasse particularly and after that will attend the 300th anniversary celebration at Heidelberg University to which he has been invited. He expects to return on the *Queen Mary*, August 19.

Dr. Stummer received his Ph.G. degree from Rutgers University in 1913 and in 1919 was graduated from Cooper Union with the degree of B.S. in chemistry. Since then he has combined research work and study with the development of his practice as a consulting chemist in the essential oil and toilet preparations industries. Incidentally, Dr. Stummer speaks three languages fluently.

American Cyanamid Acquires Harrison Refining

The Harrison Refining Co., Inc., New York and Belleville, N. J., refiners of waxes and manufacturers of beeswax, has been acquired by the American Cyanamid & Chemical Corp., New York, and the business will be conducted as the

Harrison Refining Division of this organization. The same personnel and standards of production will continue as in the past.

Bourjois Case Appeal Argued

The appeal of Bourjois, Inc., New York, from the decision of Judge Knight in Federal District Court, was argued in the Circuit Court of Appeals in New York, June 4. The case involves back taxes claimed by the government as due because of the company's sales company organization. Decision is expected within a comparatively short time, the impression being that it would be handed down before the Court closed for the summer recess.

Gilbert Miles Joins Leser

Gilbert W. Miles, has joined the organization of J. W. Leser & Co., Los Angeles, and will have charge of sales in the cosmetic department. Mr. Miles is the son of F. J. M. Miles, for many years prominent in the cosmetic industry. He has devoted several years of study to the perfume and cosmetic business, spending some time abroad, and has made a fine record as a chemist in the industry in California.

Corsant Appoints Zabel as Agent

The Corsant Co., Chicago, which is headed by Charles K. Corsant, well-known dentist, has appointed Edward W. Zabel Co., Chicago, advertising agents for "Dr. Corsant Soluble Tooth Powder" and tooth brushes. An extensive merchandising and advertising campaign is in course of preparation.

I.M.L.H.A. Branch Organized Here

An American section of the International Master Ladies' Hairdressers' Association has been organized and is headed by P. Richard of Cluzelle Bros., Inc., New York. The section now consists of 43 leading members of the craft in all parts of the United States. The first meeting after organization was held recently at Springfield, Mass., and the association will hold its convention in connection with the National Show in Pittsburgh in September. Other officers are Charles Bock, New York, treasurer, and Emil Wilkens, New York, secretary. New officers will be elected at the convention.

Drug Section Hears Price Fixing Debate

At the May 12 luncheon of the Drug, Chemical & Allied Trades Section of the New York Board of Trade, Inc., at the Hotel Pennsylvania, a debate on price stabilization and the state Fair Trade Acts was presented. Under the chairmanship of Jerry McQuade, Editor of *Drug Topics*, both sides of the question were presented by very competent speakers. Miss Frances Kneitel, attorney for National Independent Pharmacists, Inc., argued against the fixing of resale prices. In a clear cut and logical argument, she presented facts and figures tending to show that manufacturers, wholesalers, retailers and the public would all suffer from the maintenance of resale prices by law. The opposing side was presented by George Gottesman, president of the Consolidated Brooklyn Retail Pharmacists. His talk was sincere and vigorous and brought hearty applause.

Owens-Illinois Increases Coast Facilities

A new service will soon be offered to Pacific Coast firms packaging in glass, with the installation by Owens-Illinois Pacific Coast Co., of an "Individual Section" glass bottle blowing machine. This machine will be placed in operation at the Los Angeles factory where specially trained personnel from the Owens-Illinois Glass Co. will assist in perfecting the operation.

This new machine will be of particular interest to perfumers and cosmeticians as well as all other concerns packaging products in small glass containers. Heretofore, Owens-Illinois Pacific Coast Co. has shipped this type of bottle from its eastern factories, but will now be in position to render an improved service as a result of manufacturing on the Pacific Coast.

Continental Expands Houston Plant

Because of the rapid growth of its business in the Southwest, another substantial increase in the size of the Houston, Texas, plant of Continental Can Co., Inc., to cost \$250,000, has just been authorized, it was officially announced recently. The plant was built in 1933 and an extension to it was completed last year.

The new addition will be a three-story, reinforced concrete building

which will add 60,480 square feet of floor space to the 112,320 square feet of space in the present plant. There will also be an addition for an apparatus room, together with provision for additional facilities for truck loading, packing, lumber storage and solder refining. The new addition is expected to be completed by early fall of this year.

Florasynth Celebrates 20th Anniversary

Louis A. Rosett, Alexander Katz and Charles L. Senior completed on May 1 twenty years with the Florasynth Laboratories, Inc., of New York City, and they received congratulations from their many friends in the trade. In that brief space of time, the Florasynth Laboratories, under their capable management, has developed into a large organization with European affiliations, South American representatives, and branch offices in Los Angeles, Dallas, Chicago, San Francisco, Montreal and Toronto, doing a nationwide and international business.



Mr. Rosett

Louis A. Rosett is president of the company, Charles L. Senior is vice-



Mr. Senior



Dr. Katz

president and Dr. Alexander Katz is secretary. Mr. Rosett and Mr. Senior make their headquarters at the main office and laboratories of the company, which occupy their entire building at 1513-1533 Olmstead avenue, New York. Dr. Katz makes his headquarters at 4665 Hollywood boulevard, Los Angeles, Calif., which enables him to give the proper personal service to the Pacific coast and Northwest business. All three men devote part of their time to sales work and

close supervision of the manufacturing problems as a means of keeping in intimate contact with the changing needs of the trade.

The Florasynth Laboratories, incidentally, have patented glyceryl fumarate and other higher acyl derivatives of glycerine as substitutes for ethyl alcohol and also created numerous other flavor and perfume compositions which have found wide usefulness in the trade here and abroad.

The Florasynth Laboratories are sole representatives in the United States and Canada of Schmoller & Bompard S.A., Grasse, France, distillers of high-grade natural floral products. It also has other foreign affiliations for the supply to it of raw materials from various parts of the world.

Sues on Wool Grease Process

Bopf-Whittam Corp., Westfield, N. J., has secured an order from Vice-Chancellor Malcolm G. Buchanan directing Michael Gutowski, trading as the Genuine Chemical Works, Elizabeth, N. J., to show cause why he should not be restrained from refining wool greases by a process which the plaintiff claims is its exclusive property. Proceedings are scheduled to come before the October term of the court.

Dunn to Represent Foxon

C. H. E. Dunn, who for some time has been representing the E. N. Rowell Co. on the Pacific Coast, has taken over the representation of The Foxon Company, of Providence, Rhode Island, labels manufacturers. Mr. Dunn will continue to represent the Rowell Co., and will continue with both companies at the present office at Hollywood boulevard and Ivar street, Hollywood.

College of Pharmacy Graduates 66

The annual commencement exercises of the College of Pharmacy, Columbia University, were held May 21 and diplomas were awarded to 66 members of the senior class. The exercises marked the completion of the 106th year for the college. Hugh Craig, managing editor of the *Oil, Paint & Drug Reporter*, delivered the commencement address.

**Bonewitz Co. New
MM & R Representative**

Magnus, Mabee & Reynard, Inc., New York, has appointed the Bonewitz Chemical Co., Inc., as its exclusive representative for the states of Iowa and Nebraska.

The Bonewitz firm although recently established is well known in Iowa and Nebraska because of Mr. Bonewitz's former important connections in the drug industry. Associated with Mr. Bonewitz in selling capacities are men of wide experience in the industry.

General offices of the Bonewitz Chemical Co., Inc., are at 100 North Third street, Burlington, Iowa, with branches in Des Moines at 414 E. Grand avenue, and in Council Bluffs, Iowa, at 29th street and first avenue.

**Mrs. Goodman Organizes
New Company**

Mrs. L. Goodman, formerly president of Lottie Penter, Inc., has formed a new company for the manufacture and sales of toilet preparations, which is to be known as Milton Goude. Offices have been opened at 7860 Santa Monica boulevard, Hollywood, and plans are forward for something unusual in this field.

**Commercial Solvents Moves
Branch Office**

The Philadelphia branch of Commercial Solvents Corp., has been moved from 701 South Front street to more convenient and larger quarters at 401 North Broad street. The company's complete line of alcohols and solvents will be carried in the new warehouse. E. T. Butler is in charge of the branch.

Baldwin on Coast Visit

Planning extensive distribution along the Pacific Coast of the product "Dwin," H. W. Baldwin, president of the Baldwin Laboratories of Saegertown, Pa., was a visitor in Seattle late in May, taking note of distribution possibilities and making a business survey. Accompanying him into the Pacific Northwest while on a swing of the leading communities and trade centers of the country, was M. A. Yount, president of the Yount Co., advertising agency of Erie. Together, these executives are laying plans for sale of "Dwin," through numerous retail outlets of the entire Coast.

**Dr. K. T. Keller
Visiting U. S.**

Dr. K. T. Keller, production manager of Schimmel & Co., A. G., Miltitz-Leipzig, well-known aromatic chemical and essential oil



G. Keller



Dr. Keller

manufacturers, arrived in New York on the *Hamburg*, May 1. He is accompanied by Mrs. Keller and will be in New York for some time. Dr. Keller is making his headquarters with the associated firm of Schimmel & Co., Inc., New York, of which his brother, G. Keller, is general manager.

**Bakelite Advertising
Dept. Moves**

The Bakelite Corp. recently moved its advertising department from Bound Brook, N. J., to its New York offices at 247 Park avenue.

Rappe Kelp Opens Display

The Rappe Kelp Laboratories' kelp soaps, shampoo and seaweed diet are now featured with a booth in the Security Market of Seattle. These products which are a combination of kelp with vegetable oils, manufactured by O. Rappe, are being demonstrated by Anna Waller on the Third avenue level of the large public mart.

**Simpson Honored by
Meyer Brothers**

For his 59 years of service to Meyer Brothers Drug Co. of St. Louis, Stanley B. Simpson was honored recently at a testimonial dinner given by officers and department heads of the 84-year-old concern.

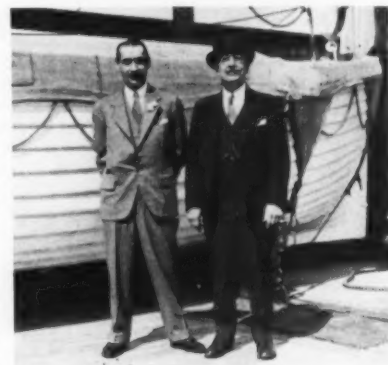
Mr. Simpson, who is second vice-president and assistant general manager, started as an office boy in 1877, twenty-five years after the company was founded by C. F. G. Meyer. At the dinner, the founder's grandson, C. F. G. Meyer, III, was master of ceremonies.

Frank Decker, another employee, eligible for retirement after 50 years of service, presented the company's dean of employees with an easy chair in recognition of his "loyalty and services."

Mr. Simpson is head of an organization of employees known as the Meyer Nestors. Of this group 62 employees have been with the company 25 years or more and 110 have service records of 10 years or more. Although he has not served continuously, one employee, Frank Amlar, started to work for the company 65 years ago. In addition to Simpson and Amlar, five other employees have been with the same firm more than 50 years. They are Gottlieb Schmidt, Decker, William Butler, Louis Ehler and J. J. Korman.

**Pierre Danco with Gerard J.
Danco, Inc.**

Pierre Danco, founder and former president of the Belgian Trading Co., New York, is now actively associated with the recently incorpor-



Gerard J. and Pierre Danco

ated Gerard J. Danco, Inc., New York, importer of essential oils. In a recent issue, we inexcusably referred to him as "the late Pierre Danco." He assures us of what we knew full well already, that the reports of his death were "greatly exaggerated." Our humble apologies to Mr. Danco, Sr., who is very far from "late." The accompanying photograph shows Mr. Danco with his son, Gerard J. Danco, president of the company, when the latter sailed for Europe on the *Westernland*, May 16.

Michael A. Ripp, Jr., has joined the firm as a special sales representative for the New York territory.

Mr. Ripp was formerly secretary of the American Perfumers Laboratories, Inc., and has a wide acquaintance in the cosmetic and perfume industry.

Progress of Russian Industry

The Tezhe Trust, which controls the cosmetic and perfumery industry in the Soviet Union, produced toilet preparations to a value of about 447 million roubles in 1935, as compared with the 349 million roubles in the previous year. In 1935, 55 brands of eau de cologne and 52 other varieties of perfume were distributed in the home market. Of these 107 perfumes, 25 were new varieties, the large-scale production of which was commenced during the past year.

The Soviet perfumery industry, however, is behind the countries of western Europe in the equipment of its factories, and in particular as regards the packaging of its productions. Moreover, Continental producers have a greater variety of raw materials at their disposal than the industry in the U.S.S.R., which is, in particular, short of supplies of spermaceti and cetyl alcohol. Considerable progress has been made in the production of synthetic perfumes since this was commenced in 1925, and as a result, imports of perfumes are only a small percentage of what they formerly were. What is needed, however, is greater variety, and the new factory to be erected shortly will, it is hoped, remedy this deficiency.

Louis W. Weinberg

Louis W. Weinberg, vice-president of the Bermarine Perfumery Co., Atlanta, Ga., died in that city May 18. Mr. Weinberg, a World War veteran, was a native of Chattanooga, but had lived in Atlanta most of his life and was very popular there. Three sisters, all of Atlanta, survive.

Edward Ermold

Edward Ermold, founder and president of the Edward Ermold Co., New York, died May 11, at the age of 84. He was a native of Germany and came to the United States in 1878. In 1880 he started a general machine business and later specialized in the manufacture of labeling machines used in many industries. Surviving is his daughter, Mrs. Watson A. Guthrie, whose husband is secretary-treasurer of the Edward Ermold Co.

John F. Murray

John F. Murray, president of the John F. Murray Advertising

Agency, Inc., of New York, died at his home in Roslyn, L. I., May 9 at the age of 65. Mr. Murray was born in Monroe, Ia. He founded his advertising agency in 1903. Closely associated with the drug and proprietary industry for many years, he became treasurer and a director of American Home Products Co.; vice-president, treasurer and director of the Larned Corp.; treasurer and director of the Ripans Chemical Co., and the Wyeth Chemical Co. He was also a director of the Oxzyn Co. Surviving is his widow, Mrs. Bessie Dutton Murray.

Elie Maunier

Elie Maunier, honorary director of Etablissements Antoine Chiris, Paris and Grasse, died at Grasse March 30, at the age of 70. Mr. Maunier



The Late
E. Maunier

was a native of Marseilles, but at an early age moved to Grasse where he entered the perfume raw materials industry with the house of Jeancard & Gazan. When a delegate to the Paris World's Fair in 1889 as a representative of the Grasse industry, he attracted the attention of the late Senator Leon Chiris and soon after became connected with the house of Chiris. He remained active in the affairs of the company until his retirement in 1926, when he was made honorary director. For many years he served as president of the Syndicat des Parfumeurs-Distillateurs of Grasse and under his guidance, this association undertook work of far reaching importance to the industry.

Mr. Maunier was a scientist of rare attainments and a prolific writer on the problems of the perfume raw materials industry. His loss will be keenly felt by the entire industry in Grasse. Surviving are a son, J. Maunier, and a daughter, Mme. F. Diverly, both of Grasse.

Walter Wilkinson

Walter Wilkinson, general manager and director of the Canadian branch of the W. W. Wrigley Sales Co., Atlantic City, N. J., maker of Wrigley's toothpaste, died at the Royal Victoria Hospital, Montreal, recently, at the age of 56. Mr. Wilkinson was born in Philadelphia. He went to

Canada in 1928 to take charge of the company's branch there. He was also managing director of the Weldona Corp., of Montreal. Surviving is his widow, Mrs. Elizabeth Kelly Wilkinson. Funeral services were in Montreal and interment in Philadelphia.

Thaddeus G. Searle

Thaddeus G. Searle, general sales manager of the Continental Can Co., New York, died May 18 at Bronxville, N. Y., at the age of 52. Mr. Searles was born at Ansonia, Ohio, and received his education at Ohio Wesleyan and Ohio State Universities. He began his career in the advertising department of the *Chicago Tribune* and was later connected with several other important daily newspapers. After some experience in the manufacture of packages, he joined Continental Can Co., in 1915 as a salesman and was promoted rapidly through positions as district sales manager and manager of sales of packers' cans to the post of general sales manager which he assumed in 1929.

Surviving are his widow, Mrs. Edna L. Searle, and four brothers, Clarence E. Searles, vice-president of the Worthington Pump & Machinery Corp.; F. Gladden Searle, assistant sales manager of Continental Can Co.; Donn F. Searle of Des Moines, Ia.; and P. F. Searle of Indianapolis.

Justin S. Feters

Justin S. Feters, 4143 Roanoke Road, Kansas City, Mo., died on May 16, at St. Joseph's Hospital. Death was due to pneumonia and the deceased was sixty-four years of age. The late Mr. Feters was president of the Kansas City Soap Co., and a resident of Kansas City for thirty years. His widow, four sons and three daughters survive.

William H. Bertolet, Sr.

William H. Bertolet, Sr., founder and president of the Laurel Soap Manufacturing Co., Philadelphia, died suddenly May 9 at the age of 74. Mr. Bertolet was for many years connected with the textile industry, but organized his own company to manufacture textile and other special soaps twenty-five years ago. He leaves his widow and four sons, all of whom were associated with him in the business. Two daughters also survive.

Canadian Perfumers and Manufacturers of Toilet Articles Meet at Lucerne

CANADIAN perfumers and manufacturers of toilet articles at the annual convention of their association at the Seignory Club, Lucerne in Quebec, decided to take definite and forceful steps to handle the situation brought about by the ever increasing tax on sales of these products in the Dominion.

Discussion during the two business sessions centered principally around the tax problem which this year has been made even more acute by the increase of the general sales tax from six per cent to eight per cent. Total levies on toiletries in Canada are now 18 per cent, the sales tax plus the 10 per cent excise tax. These in addition to the alcohol duties have brought about a situation which is fraught with danger for the manufacturers.

In line with their efforts to reduce the tax rates and clarify the tax situa-



ROBERT CARR, President

tion, the association empowered the Executive to employ counsel, resident in Ottawa, and to take such other steps as might be necessary to secure repeal or modification of the excessive rates. The Executive at its final meeting de-

cided to employ a prominent Ottawa tax consultant on a consulting basis and to embark on a campaign of publicity to acquaint the public throughout Canada with the fact that the products of the industry were being heavily taxed.

This action followed a thorough discussion of the question at the active members' meeting. Taking prominent part in the discussion were President Carr, Vice-President Linton, Thomas Haugland, T. A. McGillivray, Norman S. Dahl, Eugene Darr and others. Efforts of the association to secure better regulations from the government for enforcement of the tax were discussed and in this connection the plan for permanent and expert representation in Ottawa was launched.

It was pointed out that attempts to secure reduction in rates or to prevent their increase had not been successful



as yet. This brought about a discussion of the method of handling the tax and whether it should be passed on to the consumers or further effort made to absorb it. S. L. Mayham, Editor of *The American Perfumer* was asked to outline the situation in the United States where a similar 10 per cent excise tax exists. He pointed out that so small a group as the manufacturers of toilet articles could not hope to bring sufficient pressure on the legislators, either in the United States or in Canada to secure action on the tax, and urged that a definite campaign to educate the consumers of both countries should be undertaken. This, Mr. Mayham stated, is the only method by which any effective pressure can be brought on Members of Parliament or of Congress.

Officers of the association were re-elected as were the members of the Executive, with the exception of G. Johnson, who is no longer connected with the toilet preparations industry. He is succeeded on the board by Richard Zukor, of the Hudnut Canadian organization.

The officers of the association are: President, Robert Carr, Andrew Jergens Co., Ltd., Perth; vice-presidents, Lloyd Linton, Northrop & Lyman Co.,

Ltd., Toronto, and Robert Minty, Palmers, Ltd., Montreal; treasurer, E. J. Reed, and secretary, G. H. Marceau.

Members and guests started arriving at the Log Chateau on Saturday evening and by Sunday night the entertainment was in full swing. Delightful motor trips, fishing expeditions, and golf on a difficult and sporty eighteen-hole course along with horseback riding and swimming in the club's fine pool were thoroughly enjoyed. Following Monday's business session, the men's golf tournament was played, while the ladies engaged in their bridge tournament at the Papineau Manor. Monday night an informal dinner and dancing were enjoyed in the Log Chateau and President Carr introduced committee heads and guests, including the large delegation from the United States. The following day was left open for individually arranged parties, and in the evening the annual banquet was held with dancing until dawn.

At the banquet, Mr. Carr, who had just been reelected president for the coming year, spoke feelingly of the honor which had been paid him.

He said: "Last night in my poor wav, I tried to tell all of you how pleased and delighted we were at the

magnificent attendance at this convention. Without any repetition I want you to feel that is the thought uppermost in the minds of the officers of the association.

"If I may be pardoned for making one personal observation. I would like to tell our members that I am highly sensible of the distinct honor they have conferred on me by continuing me as the presiding officer of this association for the coming year. I will only add that so far as it lies in my power, anything that I can do to justify that confidence will be done.

"However, tonight is not a time to dwell on these things. In fact, it is easy to forget the problems—and I say this in all seriousness—that we discuss more or less intelligently after a very late but thoroughly enjoyable night; when we look at the very delightfully intriguing problems—the feminine kind—that are with us, adding that lovely touch of color and excitement without which no convention of ours could be complete."

The winners of the golf tournament were: Charles Lennox, Mundet Cork and Insulation Co., awarded Fielder Trophy for low gross; L. Lloyd, Dominion Paper Box Co. and Herb



Roden, Scovill Mfg. Co. tied for Fritzsche Brothers of Canada Trophy awarded for low net, and Mr. Lloyd won the trophy after the two matched for the prize. The ladies golf tournament was won by Mrs. Don Garfat for low gross. The low net was tied by three ladies and Mrs. E. P. Layton, Consumers Glass Co., Ltd., was successful in the drawing.

Prizes for golf and bridge were presented at the banquet and a splendid floor show was given.

Attendance at the convention was the largest on record and a fine delegation from the industry in the United States was present. That they will return again and again goes without saying.

Schimmel Appoints Canadian Agent

Schimmel & Co., Inc., New York, makers and importers of essential oils, perfume oils, aromatic chemicals and compounds have granted the exclusive agency for these products in Canada to W. Lloyd Wood, Ltd., Church and Gerrard streets, Toronto. The Schimmel line was previously distributed through another agency and is well known among manufacturers and druggists. The local representative, J. B. Tayler, is now calling on manufacturers in Ontario and Quebec Provinces.

To Start Canadian Advertising

Announcement by Victor A. Smith, Ltd., Toronto distributors for Jane Seymour in Canada, indicates that some attractive advertising will soon appear on this line. The company points out that the Jane Seymour products are not those of any foreign company but are entirely British in origin. In less than three years, it is stated, these products have climbed to first rank popularity in England and similar success is being enjoyed in India, Australia, and South Africa.

Quebec Prescribes Minimum Wages

A scale of wages payable to female employees engaged in the drug and chemical industry has been announced. The ruling is to be known as Order No. 20 and provides that 20 per cent of the employees in a factory will not get less than 15 cents per hour; 15 per cent not less than 19

and the remainder will receive 23 cents an hour.

This wage schedule will apply to the Island of Montreal and within a radius of 20 miles. Beyond this territory the new order decrees that 20 per cent of the employees will not receive less than 13 cents per hour; 15 per cent not less than 17 cents and the remainder will be paid a minimum of 21 cents.

The new law limits the working week to 55 hours and beyond that the employees will get time and a half. Employees who are required to wait on the premises will be paid for waiting. It also stipulates that if special working uniforms are required they must be furnished by the employer.

The law will take effect July 6.

Waldruff Addresses T.M.A.

E. H. Waldruff, who was recently elected to the presidency of the L. K. Liggett Co. of Canada, was special speaker at the April meeting of the Travelling Men's Auxiliary to the Ontario Retail Druggists' Association. In his address, Mr. Waldruff indicated that the chain stores were not responsible for price cutting. He pointed out that his company would invariably favor 100 per cent price maintenance but, if the independent stores cut prices, the Liggett Co. would do likewise.

Houston Resigns from Whitlow Co.

E. L. Houston recently resigned from the position of sales manager of Fred J. Whitlow & Co., Toronto. Expressing his regrets at Mr. Houston's resignation, Mr. Whitlow says, "Mr. Houston has occupied the position of sales manager for the past seven years during which time he has become an outstanding figure in the Canadian drug business."

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers,

we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

THE AMERICAN PERFUMER

Patents

357,469.—Continuous Soap Crutcher. The Procter & Gamble Co. of Canada, Ltd., Hamilton, Ont., assignee of Robert V. Burt, Cincinnati, Ohio.

357,502.—Washing Preparation. Lever Brothers Ltd., Port Sunlight, County of Chester, assignee of Reginald Furness, Warrington, County of Lancaster, and Arthur Fairbourne, Bebington, County of Chester, co-inventors, both in England.

357,570.—Container Closure. Jean Masbach, New York.

357,607.—Container Closure. The Crown Cork & Seal Co., Inc., assignee of George Goebel, both of Baltimore, Md.

357,656.—Tube Closing Process. F. J. Stokes Machine Co., assignee of Charles J. Westin, both of Philadelphia, Pa.

357,692.—Box. W. C. Ritchie & Co., assignee of Julius A. Stock, both of Chicago, Ill.

357,753.—Collapsible Tube Closing Means. Aktiebolaget Svenska Kapsylfabriken, assignee of Philipp Franz, both of Stockholm, Sweden.

357,766, 357,767.—Container Closure Means. Colt's Patent Fire Arms Mfg. Co., Hartford, assignee of Benjamin F. Conner, West Hartford, and William F. Schmalz, Rockville, co-inventors, all in Connecticut.

357,768.—Container Closure Means. Colt's Patent Fire Arms Mfg. Co., Hartford, assignee of William F. Schmalz, Rockville, both in Connecticut.

357,980.—Collapsible tube closure. F. J. Stokes Machine Co., assignee of Chas. J. Westin, both of Philadelphia, Pa.

Trade Marks Under Unfair Competition Act of 1932

N.S. 4900. Design of an Indian head with feathered headdress enclosed in a circle. Soaps. McColl-Frontenac Oil Co., Ltd., Montreal, Que.

N.S. 4906. Design of a cylindrical glass bottle. Perfumes, soaps and perfume atomizers. Soci  t   Guerlain, Paris, France.

N.S. 4909. "JITO." Toilet preparations. Henri Ratto, Montreal, Que.

N.S. 4932. "D & O." Essential oils, oleo resins, aromatic chemicals, flavors and compounded perfume bases. Dodge & Olcott Co., New York.

N.S. 4967. "ROCAILLE." Perfumes, soaps and rouge. E. Daltroff & Cie., Paris, France.

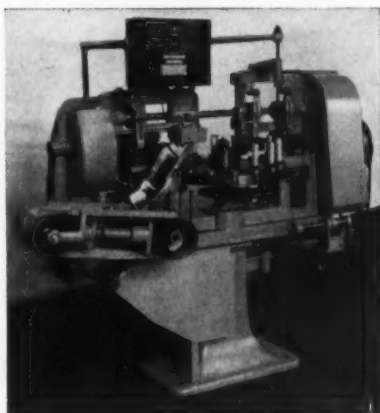
N.S. 4982. Design of a bottle having the form of an urn. Perfumery, soap and cosmetics. E. Daltroff & Cie., Paris, France.

New Products and Processes

Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal.

The F. J. Stokes Machine Co., Philadelphia, has placed on the market a new tube closing and sealing machine especially designed for large tubes. The company says:

"The 'Westite' closure has previous-



ly been practical only for smaller tubes except when applied by full automatic filling, closing and sealing equipment.

"The new Stokes No. 179-H Model, with one operator to place the tubes in the cups, will close and seal hermetically from 45 to 50 tubes per minute. It is equipped with an automatic tube ejector, a tube performer to insure a smooth, uninked fold, and a conveyor for filled and sealed tubes as used on the well-known 90-D machine. With this model, production is speeded up because of the elimination of certain operations such as the placing of clips and the handling of the closed tubes. The dial is large (as on the 90-D model) allowing ample room for placing larger diameter tubes or for the essential preforming operation. The automatic ejector in certain cases also makes it possible for the same operator to tend this machine and a filling unit economically. After the tube is filled, the operator places it in the cup in the dial of the closing unit from which it is automatically ejected after closing and sealing.

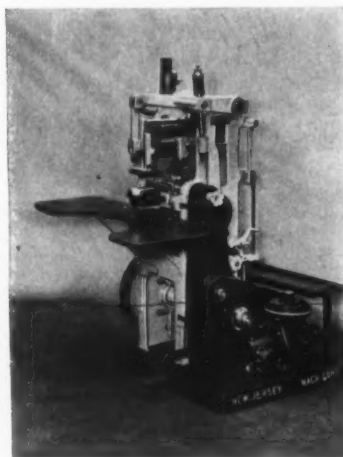
"A filling unit for liquids and semi-liquids can be combined with this machine and a special model is available to handle tubes up to 2 inches in diameter and 10 inches in length.

"This machine is recommended for manufacturers whose production does not yet justify investment in a full automatic filling, closing and sealing machine. It can be used also to apply the 'Westite' closure in conjunction with the manufacturer's present filling equipment."

New Jersey Machine Corp., Hoboken, has placed on the market a new labeling machine called the "Midget Labelrite," for which it makes the following claims:

The element of flat or recessed surfaces, the popular use of labels of widely different shapes, plain or embossed, and the increasing use of metal seals, or foil labels, all came under consideration, and the 'Midget Labelrite' was the result.

"One model will apply labels ranging in size from one-half inch square, to 3½ inches square, whether of paper or metal foil, plain or embossed, and apply them with precise register to all types of containers, glass, plastics, tin, wood, or cardboard. While the speed of applying varies with conditions, the average runs from 30 to 40 a minute. Accuracy of register is one of the "must" features of the machine performance. Application of labels into



recessed surfaces, without calling for special glass designs to make this pos-

sible, is another. And positive control of adhesive, to prevent seepage, and consequent wiping of bottles is the third big feature.

"Other models, fitted with pressure pads of special design will offer the same features for use on full round, oval round or other curving surfaces of bottles.

"The 'Midget Labelrite' is capable of being used for handfeed, and for fully automatic inclusion with a production line, taking the bottles or other containers from filling and capping units, and applying labels automatically. A tandem set-up, with a simple reversing station between them accomplishes application of labels on both sides of the container, in continuous motion, and with the same degree of perfection in all features, as on the hand-fed machine."

Sparkler Mfg. Co., Chicago, have just introduced a new portable power filter especially designed for the manufacturer of perfumes, mouth washes, hair tonics, medicines, extracts, etc., which they describe as follows: "Very economical for these uses because there is very little waste of liquids, and the filtering mediums are very inexpensive. Have developed a special filtering medium for delicate liquids as perfumes that cloud up after filtering. The new 'Sparkler Disc' prevents this subsequent clouding and precipitation. Gives a better result than filtering through filter papers, and gives much greater speed. Filters from one to two gallons per minute. Is also made in larger sizes."

Business Records

Bankruptcy

Irving Browner, trading as Harvey Beauty Supply Co., beauty supplies, 16-22 Hudson street, New York. Involuntary by Sales Affiliates, Inc., for \$1,299; Charles Arnao Co., \$267; J. Schanzenbach Co., Inc., \$160.

Schedules Filed

Ey-Teb, Inc., 529 W. 42nd street, New York, cosmetics. Liabilities, \$51,135; assets, \$15,247, main item being stock, \$10,465.

Doraldina, Inc., 383 Park avenue, New York, cosmetics. Liabilities, \$67,989; assets, \$49,576, main item being unliquidated claims and accounts.

PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those ap-

plied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

THE AMERICAN PERFUMER,
9 East 38th St., New York City.

Trade Mark Registration Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

355,184.—See Illustration. The Du Bois Co., Cincinnati, Ohio. (Oct., 1923.)—Liquid soaps and oil soaps.

358,297.—See Illustration. Otto Reichel, Berlin-Neuköln, Germany. (Dec. 1, 1933.)—Perfumes, ethereal and essential oils, cosmetic preparations.

359,411.—See Illustration. Max Vincent Staton, Warren, Ohio. (June 1, 1932.)—Dentifrice in powder form.

360,676.—"SPORT-SIZE." D. Lisner & Co., New York. (April, 1934.)—Perfumes, face powder, talcum powder, cosmetic skin creams, etc.

361,670.—"Scotch Mist." Dermay Perfumers, Inc., New York. (Nov. 15, 1934.)—Eau de cologne, skin balm, nail polish, cuticle remover, bath oil, bath salts, talcum powder, cleansing, refreshing, nourishing, skin whitening cream, and bath dusting powder.

363,672.—"Cinema Beauty Box." Sophia Co., Inc., New York. (Mar. 29, 1935.)—Cosmetics and toilet preparations.

366,248.—See Illustration. Miner's, Inc., New York. (Nov. 15, 1934.)—Cold cream, face powder, lipstick, rouge, theatrical clown white, theatrical black wax, theatrical nose putty, etc.

368,079.—"BIG ASH." Plough, Inc., doing business as Ash-Mo Mfg. Co., Memphis,

Tenn. (Sept. 1, 1923.)—Toilet and medicinal preparations.

372,078.—"LA VIE EN FLEURS." Biennale, Societe Anonyme, Neuilly-sur-Seine, France. (Aug., 1935.)—Perfumes, toilet water, face powder, talcum powder, bath salts, rouge, lipsticks, etc.

372,323.—See Illustration. Harley Soap Co., Philadelphia, Pa. (Jan. 1, 1933.)—Shampoo, shampoo base, and oil shampoo.

372,905.—"NORMALIZER." Calgon, Inc., Pittsburgh, Pa. (Jan., 1935.)—Soaps.

373,179.—See Illustration. Frederick J. Matheson, doing business as Rap-I-Dol Laboratories, New York. (May 1, 1935.)—Hair coloring, shampoo tint, dye and color remover, shampoo, and skin lotion and powder base.

373,293.—"MONOGRAM." A. P. Babcock Co., Rutherford, N. J., and New York, N. Y. (Dec. 6, 1935.)—Astringents, astringent cerates, vanishing cream, dry rouges, liquid rouges, etc.

373,523.—"FLORAL QUINTUPLETS." William B. Cohen, doing business as Stuart Products Co., St. Paul, Minn. (Oct. 1, 1935.)—Perfumes and toilet preparations.

373,781, 373,782, 373,783, 373,784.—See Illustrations. S. & G. Gump Co., Honolulu, Hawaii. (Feb. 1, 1935.)—Perfumes.

373,880.—See Illustration. The Lavena Corp., Chicago, Ill. (Nov., 1932.)—Beauty preparation composed principally of oat flour.

374,007.—See Illustration. S. H. Kress & Co., New York. (Nov., 1935.)—Cleansing tissues.

374,116.—See Illustration. Adelaide J. Hawley, doing business as Marie West Products, Los Angeles, Calif. (May, 1935.)—Mouth wash for tobacco users who want to stop smoking.

374,342.—"ZOTOFOAM." Soapless Foam, Ltd., London, England. (Sept., 1933.)—

Preparations for producing soapless foam in the bath for toilet purposes, weight reduction, health and beauty.

374,543.—See Illustration. George Mitchell Calas, doing business as The Calas Laboratories, Oak Park, Chicago, Ill. (Oct. 2, 1935.)—Preparation for removing hair from the eyebrows and face.

374,660.—See Illustration. Golden Gint Co., Inc., Seattle, Wash. (Feb. 7, 1935.)—Shampoo preparation.

374,733.—"UNIVEX." The Ira J. Shapiro Co., Inc., New York. (Jan. 15, 1936.)—Tooth paste and powder, Sun-tan preparations, deodorants, talcum powder, face powder, rouge, lipstick, mouth wash, etc.

374,811.—"LIP YOUTH." Associated Distributors, Inc., Chicago, Ill. (Feb. 7, 1935.)—Lipstick, rouge, face powder, eyelash and eyebrow mascara, creams for the hand and face, etc.

374,950.—See Illustration. Veralin, Inc., Chicago, Ill. (July 12, 1932.)—Antiseptic, germicide, deodorant, and disinfectant.

375,004.—See Illustration. Au-Be Laboratories, Glen Cove, N. Y. (Jan. 20, 1936.)—Antiseptic for mouth and throat.

375,132.—See Illustration. Creme Simon, Anciennement J. Simon & Cie, Societe Anonyme, Lyon, France. (Feb., 1932.)—Face powder.

375,239.—"COURTLEY." Castilian Products Corp., Los Angeles, Calif. (Feb. 3, 1936.)—Cleansing creams, tissue creams, liquid powder base, astringent tonic, after shaving lotion, and lilac vegetal.

375,339.—"TENTATION." Morny, Ltd., London, England. (Dec., 1926.)—Perfumes, bath salts, bath salts tablets, bath dusting powder, etc.

375,645.—See Illustration. The Kurlash Co., Inc., Rochester, N. Y. (Feb. 17, 1936.)—Eye beauty pencils.

375,690.—"ACWALITE." Celluloid Corp., Newark, N. J. (Mar. 2, 1936.)—Plastic material in the form of tubes.

375,793.—See Illustration. De Meridor Co., Newburgh, N. Y. (Jan., 1907.)—Perfumery extracts, toilet waters, sachets, colognes, etc.

375,802.—See Illustration. Houbigant, Inc., New York. (Mar. 1, 1936.)—Perfumes and face powder.

375,857.—See Illustration. Pet Products Co., Indianapolis, Ind. (Jan. 1, 1934.)—Shampoo preparation for treating dog's hair.

375,893.—See Illustration. Marinello Corp., New York. (Feb. 28, 1936.)—Hair dyes, hair brighteners, shampoo tints, hair rinses.

376,086.—See Illustration. Hale Products, Inc., Cleveland, Ohio. (Oct. 9, 1935.)—Skin cream in stick form.

376,096.—See Illustration. The Mennen Co., Newark, N. J. (Mar. 13, 1922.)—Talcum powder.

376,011.—"BEAUTYGLO." Martin C. Schwab, Chicago, Ill. (Aug. 1, 1914.)—Toilet preparations.

376,129.—See Illustration. The Mennen

377,012.—See Illustration. E. J. Lindell Co., Kansas City, Mo. (Mar. 2, 1936).—Toilet creams.

M335,251.—See Illustration. Fitzpatrick Bros., Inc., Chicago, Ill. (Jan. 1, 1935. Serial No. 368,689.)—Soay and soap flakes.

99,819.—Design for a bottle. Frank McLaughlin, Chicago, Ill., assignor to Carr-Lowrey Glass Co., Baltimore, Md.



Bloomfield, N. J., assignor to The Egyptian
Lacquer Mfg. Co., New York.

2,042,028.—Double shell cap for containers. William G. Skutch, Toledo, Ohio, assignor to The Closure Service Co., Toledo

PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS			Guaiaec (Wood)			Tansy		
Almond Bit, per lb.	\$2.20@	\$2.40	Hemlock	.75@	.85	Thyme, red	.80@	.90
S. P. A.	2.50@	2.75	Hops	(oz.)	9.00@	White	.85@	1.25
Sweet True	.58@	.65	Horsemint	2.85@		Valerian	14.50@	15.00
Aprical Kernel	.24@	.28	Hyssop	40.00@	48.00	Verbena	3.75@	7.00
Amber, crude	.25@	.30	Juniper Berries	1.05@	1.50	Vetivert, Bourbon	11.00@	13.00
rectified	.52@	.60	Juniper Wood	.60@	.62	Java	15.00@	25.00
Ambrette (oz.)	46.00@		Laurel	10.00@	12.00	East Indian	30.00@	
Amyris balsamifera	3.00@	3.25	Lavender, English	32.00@		Wine, heavy	1.25@	
Angelica root	75.00@		French	3.75@	7.50	Wintergreen, Southern	3.35@	3.75
seed	90.00@		Lemon, Italian	1.25@	1.65	Penn. & Conn.	4.50@	8.00
Anise, U. S. P.	.65@	.70	Calif.	1.00@		Wormseed	2.30@	2.40
Araucaria	1.75@	1.85	Lemongrass	.50@	.55	Wormwood	2.40@	2.60
Aspic (spike) Span.	1.35@		Limes, distilled	6.25@	7.25	Ylang-Ylang, Manila	29.00@	35.00
French	1.55@		expressed	11.00@	12.00	Bourbon	5.00@	8.00
Balsam, Peru	5.50@	6.25	Linaloe	1.30@	1.40	TERPENELESS OILS		
Balsam, Tolu, oz.	4.25@		Lovage	62.00@	65.00	Bay	3.25@	3.50
Basil (oz.)	2.35@		Mace, distilled	1.15@	1.25	Bergamot	5.75@	
Bay	1.45@	1.60	Mandarin	4.00@	4.75	Clove	4.00@	5.00
Bergamot	2.00@	2.25	Marjoram	6.25@		Coriander	20.00@	
Birch, sweet N. C.	1.90@	2.00	Melissa	4.00@	4.25	Geranium	8.00@	12.50
Penn. and Conn.	3.75@	4.00	Mirbane (see Nitrobenzol)			Grapefruit	45.00@	60.00
Birchar, crude	.15@	.18	Mustard, Genuine	8.50@	10.00	Sesquiter 'less	85.00@	
Birchar, rectified	.85@	.90	artificial	1.95@	2.25	Lavender	8.00@	8.50
Bois de Rose	1.35@	2.75	Myrrh	10.00@		Lemon	8.00@	14.50
Cade, U. S. P.	.30@	.33	Myrtle	3.25@	3.75	Lime, ex.	54.00@	72.00
Cajeput	.45@	.67	Neroli, Bigarde, P.	55.00@	125.00	Orange, sweet	78.00@	90.00
Calamus	3.50@		Petale, extra	70.00@	150.00	bitter	90.00@	115.00
Camphor "white"	.20@	.25	Niaouli	3.45@		Peti grain	3.25@	3.75
Cananga, Java native	2.40@	2.75	Nutmeg	1.15@	1.25	Rosemary	2.50@	
rectified	3.00@	3.50	Olibanum	5.00@	5.25	Sage, Clary	90.00@	
Caraway	2.05@	2.20	Orange, bitter	2.10@	2.25	Vetivert, Java	35.00@	
Cardamom, Ceylon	12.00@	30.00	sweet, W. Indian	2.20@	2.35	Ylang-Ylang	28.00@	35.00
Cascarilla	60.00@	85.00	Italian	2.15@	2.75	OLEO-RESINS		
Cassia, 80@85 p.c.	1.10@		Spanish	2.50@		Benzoin	3.00@	3.25
rectified, U. S. P.	1.25@	1.40	Calif. exp.	2.25@		Capsicum, U. S. P. X.	2.20@	
Cedar leaf	1.00@	1.10	dist.	.75@		Alcoholic	3.20@	
Cedar wood	.22@	.25	Origanum, Spanish	1.00@		Cubeb	3.25@	
Cedrat	4.15@		Orris root, con (oz.)	4.00@	5.00	Ginger, U. S. P. VIII	2.50@	2.60
Celery	12.00@		Orris root, abs. (oz.)	35.00@	50.00	Alcoholic	3.30@	
Chemomile (oz.)	3.00@	7.00	Orris Liquid	18.00@	25.00	Malefern	1.65@	2.00
Cherry laurel	14.00@	15.00	Parsley	10.75@	11.30	Oak Moss	6.00@	15.00
Cinnamon, Ceylon	12.00@	20.00	Patchouli	5.50@	6.00	Olibanum	3.50@	
Cinnamon, Leaf	2.25@		Pennyroyal Amer.	2.15@	2.40	Orris	17.00@	28.00
Citronella, Ceylon	.20@	.25	French	1.40@	1.55	Patchouli	16.50@	18.00
Java	.32@	.37	Pepper, black	6.00@	6.50	Pepper, black	4.00@	4.60
Cloves Zanzibar	.95@	1.05	Peppermint, natural	2.05@	2.40	Sandalwood	16.00@	
Cognac	17.00@	20.00	redistilled	2.25@	2.50	Vanilla	6.75@	9.00
Copaiba	.45@	.50	Petitgrain	1.10@	1.35	DERIVATIVES AND CHEMICALS		
Coriander	5.75@	6.00	French	2.35@	2.50	Acetaldehyde 50%	2.00@	
Croton	1.50@	1.75	Pimento	1.20@	2.75	Acetophenone	1.25@	2.00
Cubebs	2.95@	3.10	Pine cones	3.00@		Acetyl Iso-eugenol	7.50@	8.00
Cumin	8.75@	9.00	Pine needles, Siberia	1.00@	1.25	Alcohol C 8	16.00@	20.00
Curacao peels	5.00@	5.25	Pinus Sylvestris	1.50@	1.70	C 9	26.00@	40.00
Curcuma	3.00@		Pumilionis	1.60@	1.75	C 10	21.00@	28.00
Cypress	12.00@		Rhodium, Imitation	2.00@	4.50	C 11	20.00@	25.00
Dillseed	4.25@	5.25	Rose, Bulgaria (oz.)	6.00@	12.00	C 12	14.00@	25.00
Elemi	1.65@		Rosemary, French	.40@	.50	Aldehyde C 8	30.00@	
Erigeron	1.50@	1.60	Spanish	.36@	.40	C 9	45.00@	70.00
Estragon	32.00@	35.00	Rue	2.35@	2.50	C 10	42.00@	60.00
Eucalyptus	.37@	.39	Sage	2.00@		C 11	33.00@	50.00
Fennel, Sweet	1.20@	1.30	Sage, Clary	30.00@		C 12	28.00@	34.00
Galangal	42.00@		Sandalwood, East India	5.50@	6.00	C 14 (so-called)	13.00@	
Galbanum	15.00@		Australia	5.75@		C 16 (so-called)	13.00@	
Geranium, Rose			Sassafras, natural	.90@	1.00			
Algerian	5.50@	7.50	artificial	.45@	.48			
Bourbon	5.50@	6.00	Savin, French	1.75@	2.00			
Spanish	16.00@		Spearmint	1.50@	1.75			
Turkish	1.80@	2.00	Snake root	11.25@	13.75			
Ginger	3.60@	4.50	Spruce	.75@	.85			
Gingergrass	3.25@	4.10	Styrax	5.80@	6.50			
Grapefruit	3.00@							
Conc.	24.00@							

Amyl Acetate	\$.75@	\$1.00	Methyl Acetophenone	\$1.25@	\$2.00	Bismuth sub-nitrate	\$1.35@	\$1.40
Amyl Butyrate	1.05@	1.25	Methyl Anthranilate	2.25@	3.00	Boric Acid, ton	125.00@	140.00
Amyl Cinnamate	2.50@		Methyl Benzoate	1.00@	1.75	Calamine	.16@	.20
Amyl Cinnamic Aldehyde	3.90@	4.00	Methyl Cinnamate	3.65@		Calcium, phosphate	.08@	.08 3/4
Amyl Formate	1.60@	1.90	Methyl Eugenol	2.90@	6.75	Phosphate, tri-basic	.13@	.15
Amyl Phenyl Acetate	3.00@	4.00	Methyl Heptenone	3.00@	5.00	sulphate	.03 3/4@	.04
Amyl Salicylate	.90@		Methyl Heptene C'b.	25.00@	44.00	Camphor	.55@	.60
Amyl Valerate	2.00@	2.40	Methyl Iso-eugenol	7.50@	12.50	Cardamom seed	1.15@	1.50
Anethol	1.10@	1.20	Methyl Octine Carb.	24.00@	32.00	Castoreum	16.50@	18.00
Anisic Aldehyde	3.00@	3.25	Methyl Peracresol	4.00@	6.00	Cetyl Alcohol	.75@	1.50
Benzaldehyde, U. S. P.	1.30@		Methyl Phenylacetate	2.30@	3.00	Pure	1.90@	2.15
F. F. C.	1.55@	1.90	Methyl Salicylate	.42@	.50	Chalk, precip.	.03 1/2@	.06 1/2
Benzophenone	1.45@	1.75	Musk Ambrette	4.45@	4.60	Cherry laurel water, gal.	1.25@	
Benzyl Acetate	.70@	.85	Ketone	4.70@	4.85	Citric acid	.27@	.27 1/2
Benzyl Alcohol	.95@	1.25	Xylene	1.40@	1.55	Civet, ounce	4.00@	4.50
Benzyl Benzoate	1.00@	1.80	Nerolin (ethyl ester)	1.50@	1.75	Clay, Colloidal	.03@	.03 1/2
Benzyl Butyrate	5.50@	6.25	Nitrobenzol	.15@		Cocoa butter	.15@	.15 1/4
Benzyl Cinnamate	7.15@	9.00	Nonyl Acetate	46.00@	48.00	Fatty Acids (See Next Page)		
Benzyl Formate	3.50@		Octyl Acetate	35.00@	40.00	Formaldehyde	.06@	.06 1/4
Benzyl Iso-eugenol	15.00@	18.00	Paracresol Acetate	4.00@	5.50	Formic acid	.12@	.16
Benzylidenacetone	2.50@	4.00	Paracresol Methyl Ether	3.25@	4.50	Fuller's Earth, ton	16.00@	30.00
Borneol	1.75@	2.00	Paracresol Phenyl-Acetate	10.00@	18.00	Guarana	.75@	1.25
Bornyl Acetate	1.50@	5.50	Para Cymene (gal.)	1.25@	1.65	Gum Arabic, white	.24@	.25
Bromstyrol	4.75@	5.25	Phenylacetaldehyde 50%	5.00@	7.00	Amber	.10@	.11
Butyl Acetate	.60@		100%	8.00@	10.00	Gum Benzoin, Siam	1.15@	1.45
Butyl Propionate	2.00@		Phenylacetic Acid	2.25@	4.00	Sumatra	.18@	.20
Butyraldehyde	12.00@		Phenylethyl Acetate	3.50@	6.75	Gum galbanum	.90@	1.05
Carvone	1.15@		Phenylethyl Alcohol	3.00@	4.25	Gum myrrh	.42@	.45
Carvol	4.00@	4.25	Phenylethyl Anthranilate	16.00@		Henna, powd.	.12@	.18
Cinnamic Acid	4.00@		Phenylethyl Butyrate	8.50@	16.00	Hydrogen peroxide	.05@	.08
Cinnamic Alcohol	3.40@		Phenylethyl Formate	12.50@	18.00	Kaolin	.06@	.08
Cinnamic Aldehyde	1.75@	2.50	Phenylethyl Propionate	9.50@		Labdanum	3.50@	5.50
Cinnamyl Acetate	8.00@	12.00	Phenylethyl Val'rate	16.00@		Lanolin, hydrous	.18@	.22
Cinnamyl Butyrate	12.00@	14.00	Phenylpropyl Acet.	8.00@	11.00	anhydrous	.20@	.24
Cinnamyl Formate	13.00@		Phenylpropyl Alcohol	4.50@	8.35	Lavender flowers	.55@	1.15
Citral C. P.	2.00@	2.75	Phenylpropyl Aldehyde	8.00@	12.00	Magnesium, Carbonate	.06 3/4@	.07 1/2
Citronellal	2.00@	2.40	Rhodinol	11.00@	20.00	Stearate	.19@	.25
Citronellol	2.00@	2.65	Safrol	.56@	.70	Sulfate	.02 1/2@	.03
Citronellyl Acetate	3.50@	5.00	Santalyl Acetate	22.50@		Musk, ounce	15.00@	25.00
Coumarin	3.25@	3.50	Skatol C. P.	7.00@	10.00	Oils, Vegetable (See Next Page)		
Cuminic Aldehyde	40.00@	62.00	Styralyl Acetate	15.00@	18.00	Olibanum, tears	.14@	.30
Dibutylphthalate	.29@	.35	Styralyl Alcohol	20.00@		siftings	.10@	.14
Diethylphthalate	.32@	.37	Terpenyl Acetate	1.00@	1.50	Orange flower water, gal.	1.50@	
Dimethyl Anthranilate	7.00@	8.50	Terpineol, C. P.	.23@	.38	Orange flowers	.30@	.90
Dimethyl Hydroquinone	3.50@	4.00	Thymene	.45@		Orris root, powd.	.20@	.75
Dimethylphthalate	.50@	.60	Thymol	1.55@	1.65	Paraffin	.04 1/2@	.07
Diphenylmethane	1.75@	2.45	Vanillin (clove oil)	3.75@	3.85	Patchouli leaves	.16@	.20
Diphenyl oxide	1.20@		Vetiveryl Acetate	30.00@	38.00	Petrolatum, white	.07@	.11
Ethyl Acetate	.30@	.50	Violet Ketone Alpha	5.00@	10.00	Phenol	.16@	.20
Ethyl Anthranilate	6.50@	8.50	Beta	5.50@	8.00	Potassium, Carbonate	.13@	.16
Ethyl Benzoate	1.20@	1.75	Methyl	5.25@	8.00	Hydroxide	.07 1/4@	
Ethyl Butyrate	1.00@		Yara Yara (methyl ester)	1.50@	1.75	Quince seed	.50@	1.00
Ethyl Cinnamate	3.50@	4.00	BEANS			Reseda flowers	1.50@	1.65
Ethyl Formate	1.00@	1.25	Tonka Beans, Para	1.25@	1.40	Rhubarb root, powd.	.35@	.40
Ethyl Propionate	1.40@	2.50	Angostura	2.50@	2.75	Rice starch	.12@	.15
Ethyl Salicylate	1.15@	2.50	Vanilla Beans			Rose leaves, red	1.80@	2.00
Ethyl Vanillin	15.00@	20.00	Mexican, whole	3.00@	3.75	Rose water, gal.	1.25@	
Eucalyptol	.55@	1.00	Mexican, cut	2.80@	3.00	Salicylic acid	.40@	.45
Eugenol	2.00@	3.00	Bourbon, whole	3.25@	3.75	Sandalwood Chips	.45@	.50
Geraniol, dom.	1.00@	3.00	South American	2.75@	3.00	Saponin	1.75@	
Geranyl Acetate	2.00@	3.00	SUNDRIES AND DRUGS			Soap, neutral white	.19@	.23
Geranyl Butyrate	6.00@	8.00	Acetone	.08@	.10	Sodium, Carb. Crys.	.01 3/4@	.02 1/4
Geranyl Formate	5.00@	7.00	Alcohol, 190-pf. gal.	4.29@	4.30	Phosphate, Tribasic	.02 1/2@	.04
Heliotropin, dom.	2.20@	2.65	Almond meal	.21@	.25	Spermaceti	.25@	.28
foreign	2.35@	2.50	Alum, potash	.03 1/4@	.03 1/2	Styrax	.40@	3.25
Hydratopic Al'hyde	25.00@	27.50	Aluminum chloride	.10@		Sulfur, precip.	.17@	.20
Hydroxycitronellal	2.90@	7.50	Ambergris, ounce	25.00@	35.00	Tartaric acid	.27@	.30
Indol, C. P.	(oz.) 2.10@	4.50	Balsam, Copaiba	.70@	.22	Titanium oxide	.22@	.25
Iso-borneol	2.30@		Fir, Canada, gal.	9.50@	12.00	Tragacanth, No. 1	1.35@	1.40
Iso-butyl Acetate	2.65@		Oregon	1.00@	1.25	Triethanolamine	.45@	.50
Iso-butyl Benzoate	2.75@	3.25	Peru	1.25@	1.75	Venice turpentine, gal.	.45@	.52
Iso-butyl Salicylate	3.00@	6.00	Tolu	.50@	.60	Vetivert root	.30@	
Iso-eugenol	3.50@	4.00	Beeswax, white	.35@	.37	Violet flowers	.95@	1.15
Iso-safrol	2.00@		yellow	.28@	.30	Zinc peroxide	1.10@	1.75
Linalool	2.10@	4.75				Oxide	.13 1/2@	.15
Linalyl Acetate 90%	2.30@	3.50				Stearate	.21@	.28
Linalyl Anthranilate	15.00@							
Linalyl Benzoate	10.50@							
Linalyl Formate	9.00@	12.00						
Menthol, Japan	3.30@	3.45						
Synthetic	2.25@	3.00						

NEW YORK MARKET REPORT

Comparatively few price movements were noted in essential oils over the past month, but there were a number of articles which showed remarkable strength. This was especially true of the citrus and spice oil groups.

Demand for citrus oils was not especially active, largely because of the prolonged period of cool weather. Most dealers agreed that the total movement of material was larger than in April, but as a rule buyers were holding back awaiting a seasonal upturn in the call for their finished products. In view of recent advances staged by imported orange and lemon, California producers are in most cases entertaining firmer ideas, and an advance in the latter would not be at all surprising as the consuming season gets underway.

Because of the consumption of clove oil for perfumery, flavoring and manufacturing purposes the situation in clove buds is considered highly interesting. Undoubtedly the large production of the spice in Madagascar has served to keep the price of the article at a lower than average level in spite of efforts at the source to regulate and strengthen the situation. Oil ginger and pimento were very firm with the shortage of the latter article forcing dealers to limit offerings in the open market.

Trade in floral oils was of a routine character. Quotations on lavender held steady. No unusual activity developed in geranium, but because of sharply higher cables from France spot prices on Bourbon oil registered a slight gain.

Demand for aromatic chemicals was fair though the movement was not in sufficient volume to prevent a further decline in some articles. Benzyl benzoate was highly competitive, and anisic aldehyde, cinamic alcohol, citronellol and certain qualities of geraniol were all offered at more attractive quotations. The call for methyl anthranilate was spotty, and some holders appeared to be rather anxious to move material. Soap oils continued above the level of tallow largely because of foreign buying of copra and palmkernel.

Price movements in drugs and sundries were largely in favor of consumers. Acetone was unsettled, but in view of the low prices now in effect producers seem a little more encouraged over the outlook. Cardamom seed was decidedly firmer. For a time London was a buyer in this market, hence practically all available supplies were taken up.

PRICES OF SOAP MATERIALS

TALLOW AND GREASE

Tallow, N. Y. C. extra	\$.05 1/8 @	
Edible	.06 1/2	Nominal
Fancy	.07 1/4 @	
Grease white	.04 1/8 @	.05 3/4
House	.03 3/8 @	.03 1/2
Yellow	.03 3/8 @	.03 1/2
Lard	.11 @	.11 1/2

FATTY ACIDS

Coconut Oil, 98% Saponifiable, tanks	.09 @	.10
Corn Oil, 95% T.F.A. tanks	.10 3/4 @	.11
Red Oil, distilled, tanks	.07 3/4 @	
White, drums	.11 1/2 @	.12 1/2
Stearic Acid, single pressed, c.l.	.08 @	.09
Double pressed	.08 1/2 @	.09 1/2
Saponified	.09 @	.10
Triple pressed	.11 1/4 @	.12 1/4
Saponified	.11 1/2 @	.12 1/2

SOAP MAKING OILS

Castor No. 1, tanks	.10 @	
No. 3, tanks	.09 1/2 @	
Coconut, Manila Grade, tanks	.04 1/8 @	
Corn, crude, Midwest mill, tanks	.08 @	.08 1/8
Cotton, crude, Southeast, tanks	.07 1/2 @	Nominal
Refined	.10 5/8 @	.10 3/4
Lard, common No. 1 barrels	.07 1/2 @	
Olive, denatured, max. 5% F.F.A.		
bbls., gal.	.74 @	.75
Foots, Prime, green, barrels	.08 @	.08 1/8
Palm, softs, max. 20% F.F.A., drums	.03 5/8 @	
Niger, casks	.04 3/8 @	.04 1/2
Palm, Kernel, tanks	.04 7/8 @	Nominal
Peanut, crude, barrels	.08 3/8 @	Nominal
Refined, barrels	.12 1/4 @	.12 1/2
Soya beans, max. 2% F.F.A. Midwest mill tanks	.07 @	.07 1/2
Tallow, acidless, barrels	.07 1/2 @	

Whale, Crude No. 1, Coast, tanks	.04 1/4 @	
Refined, barrels	.07 1/2 @	.07 3/4

GLYCERINE

Chemically pure, drums extra	.14 1/2 @	.16
Dynamite, drums included	.13 3/4 @	.14
Saponification, drums	.12 1/2 @	Nominal
Soap, lyé	.10 3/4 @	Nominal

ROSIN

Barrels of 280 pounds

B	\$4.65	K	\$5.65
D	5.25	M	5.65
E	5.25	N	5.75
F	5.50	W.G.	5.75
G	5.55	WW.	5.80
H	5.55	X	5.90
I	5.60	Wood	5.65

CHEMICALS

Acid, muriatic, 18°, 100 pounds	\$1.00 @	\$1.60
Sulfuric, 60°, ton	11.00 @	
66°, ton	15.50 @	
Borax, crystals, carlot, ton	42.00 @	71.00
Cyclohexanol (Hexalin)	.30 @	
Naphtha, cleaners, tank cars	.05 @	.05 1/2
Potassium carbonate, 80@85%	.07 @	
Hydroxide (Caustic potash) 88@		
92%	.07 1/4 @	
Salt, works, ton	11.50 @	14.00
Sodium carbonate (Soda ash) 58%		
light, 100 pounds	1.23 @	2.37
Hydroxide (Caustic Soda) 76% Solid,		
100 pounds	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds	.80 @	
Sulfate, anhydrous	.02 1/4 @	.03
Phosphate, tri-basic	.02 1/2 @	.03
Zinc oxide	.05 1/4 @	.05 1/2

Soothing thousands *from* TURNER TUBES



TURNER WHITE METAL CO., Inc.



New Brunswick
New Jersey



FOR SOAPLESS CREAMS
AND LOTIONS USE

TEGIN

TEGIN is an all-vegetable wax which is used as the emulsifying agent in the modern type of soft greaseless creams; it gives lotions which are not sticky.

Th. GOLDSCHMIDT Corporation

147 WAVERLY PLACE • NEW YORK

245 Union Blvd., St. Louis • 515 S. Fairfax Ave., Los Angeles • 325 W. Huron St., Chicago • Little Bldg., Boston • 512 Washington St., San Francisco

SNOWFLAKE

BEESWAX sun-bleached and filtered

THE finest beeswax.
bleached to snowy whiteness and
100% pure. The ideal base for
really fine creams. Samples and
quotations on request.



E • A • BROMUND & CO.

Bleachers and Refiners of Beeswax

258 BROADWAY NEW YORK CITY

Distributors

FRANK B. TRACY, 201 N. Wells Bldg., Chicago, Ill.

C. L. IORNS, 619 Clark Ave., St. Louis, Mo.

R. PELTZ CO., 112 S. 16th St., Phila., Pa.

Beeswax Bleacheries and Refineries in Morris County, N. J.

ESTABLISHED
1880



ALCOHOL NEWS



JUNE

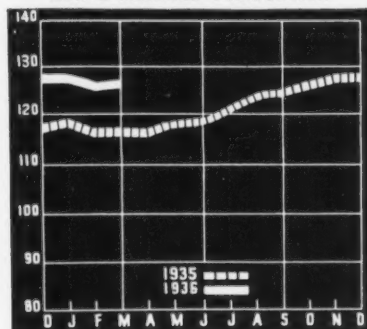
★

A Monthly Series of Technical Articles for Chemists and Executives

★

1936

ETHYL ALCOHOL PRODUCTION



(moving twelve-month averages, 1935-1936)

ETHYL ALCOHOL

Production		1935	1936
1000 proof	Jan.-Mar.	39,825	34,901
proof gals.	March	13,859	12,844
	February	12,747	9,767
Withdrawals		1935	1936
1000 proof	Jan.-Mar.	36,686	34,658
proof gals.	March	12,320	14,620
	February	11,770	8,603

TOILET PREPARATIONS MFRS. MAY USE LARGER CONTAINERS

T. D. 4607 Outlines Procedure

Manufacturing permittees producing toilet preparations may file application under Treasury Decision 4607 for authority to use containers of more than one gallon capacity as prescribed by Regulation:

Circular Letter AT. 161 describes procedure and reads as follows:

"The application should be made to the Supervisor in whose district the permittee is located, and must set forth fully the reasons for desiring the exemption, the name, alcoholic content and quantity of each product to be so sold, the actual size of the containers to be used, the name and address of the purchaser and whether such purchaser proposes to use the product for his own purposes or to resell the same.

"The Supervisor's action on the application should be based primarily on the bona fides of the reasons of the purchaser for desiring to obtain the preparations in larger than one-gallon containers and the actual needs therefor, which should be determined by investigation of the purchaser. If the purchaser is located in another district, the Supervisor of that district should be requested to make the necessary investigation in order to avoid denying to permittees in one district privileges which are granted in other districts."

The Philadelphia sales office of U. S. Industrial Alcohol Sales Co., Inc. has recently been removed to new offices in the Terminal Concourse Building, 401 North Broad Street. The office was formerly located at 800 North Delaware Avenue.

ALCOHOL ESSENTIAL IN ART OF PERFUMERY— SERVES AS SOLVENT AND DIFFUSING AGENT

Science of Preparation of Perfume Materials Has Progressed but Alcohol Remains Only Satisfactory Solvent

The modern art of perfumery depends on alcohol as a solvent and diffusing agent as much today as ever. While perfumers and chemists have made substantial progress in their efforts to duplicate in perfume essences the natural odors of flowers, no solvent which will satisfactorily replace alcohol has been found.

Alcohol is important because it blends with the odors of the perfume essences and increases their strength and natural qualities. It can be said that alcohol acts almost as an ingredient of perfume, for it contributes so much to it. Often the perfume essences seemingly have little odor in concentrated form, but when alcohol is added, the odors are diffused and all the delicacy and bouquet of the perfume become apparent to the sense of smell.

Perfume Alcohols

It is not known when alcohol was first used as a solvent for perfumes, but no doubt it has been for centuries. In the United States, alcohol for perfumers known as "Webb's Cologne Spirits" has been sold for over one hundred years by James A. Webb and Sons. This firm is now a part of the U. S. Industrial Alcohol Co. U. S. I. also offers a special grade of alcohol of extremely high purity and neutral odor, particularly for the perfume trade.

Both alcohol and perfume have been known from the time of our earliest recorded history. The tombs of Egypt have revealed traces of perfume, and a recipe for the making of perfume from sweet spices and frankincense is given in the Book of Exodus. Myrrh is probably the earliest known aromatic gum of which we have a record; this was mentioned in an Egyptian papyrus written about 2000 B. C.

NEW C. D. FORMULAS

The Office of the Commissioner of Internal Revenue, Treasury Department, has issued T. D. 4646 modifying Completely Denatured Alcohol Formulas 5-A and 10 and directing further denaturation of stocks of these formulas now on hand.

T. D. 4646, approved May 27, 1936, is quoted below:

"Pursuant to authority conferred by the Act of June 7, 1906 and Title III of the National Prohibition Act, Completely Denatured Alcohol Formulae 5-A and 10 Authorized by Treasury Decision No. 10 approved June 30, 1932 are modified to read as follows effective from the date of approval hereof to July 1, 1936:

Completely Denatured Alcohol Formula No. 5-A Modified.

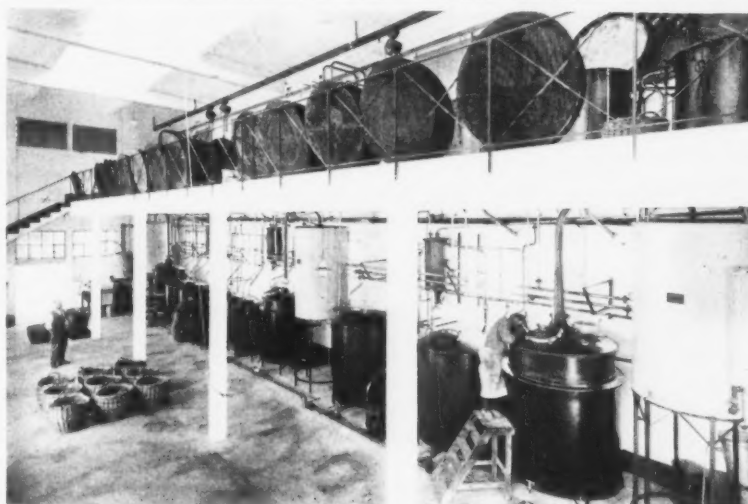
To every 100 parts by volume of ethyl alcohol of not less than 160° proof add:
2.5 parts by volume of denaturing grade isopropanol.
4.0 parts by volume of the compound pontol or a compound similar thereto.
2.0 parts by volume of methyl isobutyl ketone.
0.5 parts by volume of ethyl alcohol grade A or denatol or a compound similar thereto.
0.5 parts by volume of the compound calorite or a compound similar thereto.
0.25 parts by volume of commercial alpha terpineol, denaturing grade.

Completely Denatured Alcohol Formula No. 10 Modified.

To every 100 parts by volume of ethyl alcohol of not less than 160° proof add:
5.0 parts by volume of the compound tescol or a compound similar thereto.
2.5 parts by volume of the compound pontol or a compound similar thereto.

(Continued on next page)

(Continued on next page)



PERFUME ESSENCES are extracted from natural flowers with volatile solvents in this factory in France. Such essential oils as grasse and rose are produced by this method of extraction.

Prepared Monthly by the U. S. Industrial Alcohol Co.

ALCOHOL AND PERFUME

(Continued from preceding page)

Each period of history has seen additions to the list of raw materials used in the manufacture of perfumes. At the present time a few products of animal origin and many natural products of vegetable origin are employed, but the chemical laboratory has contributed the most important items. Synthetic aromatics are numberless, and some of our most popular odors are built up from simple raw materials.

Three of the most interesting animal products are ambergris, musk, and civet. Ambergris, one of the rarest and most valued aromatic gums, is the morbid secretion of the sperm whale. Certain "viverrine carnivores," members of the cat family, excrete a semi-liquid, civet. These animals, known as Civet cats, are found in southern Asia and in Ethiopia. Musk, one of the materials used in ancient times, is a glandular secretion of the musk deer.

The preparation of perfume from animal as well as vegetable materials has taken four principal forms: Expression, Distillation, Enfleurage, and Extraction.

Citrus fruit oils are obtained by expression—squeezing or pressing. Oils of orange, lemon, and bergamot, the last a constituent of Eau de Cologne, are obtained by this method. Distillation with water is now widely used, but some essences are made by Enfleurage. By this method, natural flowers are placed on odorless fat or grease and the odors are absorbed from the flowers. The perfume odors are then extracted from the fat with alcohol or by maceration, during which the fat or "pomade" is melted.

The object of perfumers has always been to duplicate exactly the wonderful natural and exquisite odors of flowers. This was not possible, in many cases, until modern chemistry opened the way. The products of nature have now been synthesized to such an extent that nearly all known natural odors can be duplicated in the laboratory. A large number of synthetic aromatics are available, and new ones are constantly being developed. These in combination with each other, and in combination with the natural essences, make the possible odors almost limitless.

Today two popular perfume odors, gardenia and Russia leather (Cuir de Russie), are purely of synthetic origin, and such odors as rose and lily-of-the-valley often contain little if any of the natural aromatic oils.

Odors do not altogether depend upon the perfumers' art for their popularity; style trends and locality determine to a large extent what odor the perfumer shall offer.

PERFUME GRADE ALCOHOL OFFERED BY U. S. I.

Formulas of Specially Denatured Alcohol authorized by the Treasury Department for use in the manufacture of perfumes are offered by U.S.I. in a special high grade.

Every step in the production of these high quality formulas is watched with scrupulous care, having in mind the exacting requirements of this most particular trade. The pure spirit before denaturation is rigidly tested for proof and freedom from foreign odor and the denaturants are likewise checked for purity and odor characteristics. The resulting finished formulas therefore represent the highest quality and uniformity attainable, and manufacturers have come to depend on the U.S.I. grade for their finest products.

Two formulas especially adapted to the needs of perfumers, S.D. No. 39-B and S.D. No. 39-C, are available to qualified purchasers, in the usual size containers.

Authorized composition is given below:

S.D. No. 39-B

To 100 gallons of ethyl alcohol add:
2½ gallons diethyl phthalate and ½ gallon of denaturing grade tertiary butyl alcohol.

S.D. No. 39-C

To 100 gallons of ethyl alcohol add:
1 gallon diethyl phthalate.

NEW C. D. FORMULAS

(Continued from preceding page)

2.5 parts by volume of denaturing grade isopropanol.
2.0 parts by volume of methyl isobutyl ketone.
0.5 parts by volume of aviation gasoline.

"Except as to that packaged in drums or smaller containers, all stocks of completely denatured alcohol formulae numbers 5-A and 10 on the premises or in the possession or under the control of denaturers including stocks sold on consignment and remaining in the hands of the denaturers or their consignees, must be immediately further denatured by having added thereto 1.75 gallons of methyl isobutyl ketone to every 100 gallons. This denatured alcohol must be marked and branded completely denatured alcohol formula No. 5-A modified or completely denatured alcohol formula No. 10 modified, respectively.

Specifications for Methyl Isobutyl Ketone

Acidity: Not more than 0.02% as acetic acid.
Specific Gravity: 0.799 to 0.804 at 20/20 degrees C.
Color: Water-white.
Boiling range (760 mm.): None should come over below 113 degrees C. or none above 119 degrees C. when distilled by the A. S. T. M. method."

TECHNICAL DEVELOPMENTS

The items in this column are gathered from many varied sources. Further information may be obtained by writing to U. S. I.

U S I

Food products may be given additional aroma by adding highly concentrated aromatic substances, according to a recent report. Concentrates with the flavor of strawberries, raspberries, rum, and vanilla are available to give sweetmeats a natural aroma. The materials will keep, and will withstand the high temperatures of the boiling process.

U S I

Fabrics can be marked by the use of an invisible marking ink which is applied by a special machine. Letters or symbols are discernible only when the fabric is viewed under a filtered mercury-vapor light. The ink will remain on the fabric permanently, and will not fade. It is also reported that this ink has no effect on the fabric, and will not cause damage if spilled.

U S I

A new luminous green paint has been developed for rendering small objects such as light switches, keyholes, or alarm signals visible in the dark. The paint is said to be non-poisonous. It contains no radium, phosphorus, or calcium sulphide. Light is absorbed and the luminosity is retained for several hours in the dark. It is sold in kits containing a brush and waterproof lacquer.

U S I

A washing and softening agent can be prepared by treating sperm oil with a mixture of sulphuric acid and the glycerol ester of sulphuric acid. According to a description of the process, which is covered by a Swiss Patent, spermaceti can be substituted for the sperm oil.

U S I

A new socket dial thermometer is on the market. It is available in the self-contained type as well as in the distant reading type. The former type can be used at any angle without employing a special stem. The distant reading type is furnished with six feet of connecting tubing and a union bulb. A complete set of scales, ranging from -20° to +800° F. (or corresponding centigrade) is available.

U S I

Lubricants can be more easily applied to laboratory apparatus, small instruments and delicate machinery by a new oiler. It has the appearance of a fountain pen and can be carried in the pocket. Brass and pyralin are used in the construction and the oil supply is visible.

U S I

A new alcohol-soluble resin of synthetic origin has been introduced. Melting point is said to be 95° C. or lower according to requirement, color range is from 1 to 8, acid value is 5 or less and ash under 0.1%. Freedom from wax, dirt, moisture and all foreign and insoluble matter is also claimed.

U.S. INDUSTRIAL ALCOHOL Co.**WORLD'S LARGEST PRODUCERS OF INDUSTRIAL ALCOHOL****ETHYL ALCOHOL**

SPECIALLY DENATURED—All Formulas • COMPLETELY DENATURED—All Formulas • ANHYDROUS—Denatured • ABSOLUTE—Pure
SOLOX—The General Solvent • U. S. I. Pyro Brand DENATURED ALCOHOL • SUPER PYRO Anti-Freeze
PURE (190 PROOF) TAX PAID—TAX FREE
U. S. I.—U. S. P.—Ethyl • WEBB'S—Ethyl

Executive Offices: 60 East 42nd Street, New York, N. Y. Branches in all Principal Cities.

Your own brand of cosmetics . . .

must bring you a satisfactory profit—but above all must possess merit and distinction.

Our own formulas are the result of thirty years of experience—but we can develop your formulas if you so prefer.

You can buy our products in packages completely finished for resale, or packaged but not labeled, or in bulk if you want to do your own packaging.

Check in the appended list the items you wish to stock, or send for one of our confidential price lists. This carries no obligation to purchase.



We list only the fast selling items. If what you need is not listed, let us know and we will advise you promptly regarding it!

CREAMS

Aene
All Purpose
Bleach
Cleansing
Cocoa Butter
Cold
Foundation
Lemon
Tissue
Beauty Mask
Clay Pack
Deodorant

SUNDRIES

Rouge Compact
Lip Sticks

Sundries (Cont'd)

Cream Rouge
Eye Shadow
Dusting Powder

LIQUIDS

Perfumes
Toilet Water
Shampoo
Hair Tonic
Lotions
Skin Tonics
Astringent
Brilliantine
Powder Base
Muscle Oil

Liquids (Cont'd)

After Shave
Lotion
Deodorant

FACE POWDER

More than 70 shades of the highest grade in Light, Med. and Heavy weight carried in stock. The quality of our Face Powder has a world wide reputation.

The **Klinker**
MFG. CO.

9200-9210 Buckeye Rd., Cleveland, Ohio

Congratulations
... NOW YOU'VE
GOT A PACKAGE !



"That's a real package. That's one I'll be glad to keep out where customers can see it. That package really attracts attention . . . It'll help us to sell your product . . . easy to handle . . . easy to wrap too . . . I wish more manufacturers had packages like that."

Dealers instantly recognize the merchandising value in Ritchie package styling. They see the promise of consumer demand in the planned appeal of a Ritchie design.

A package by Ritchie helps to get your merchandise into the dealer's store; helps keep it moving into the consumer's hands.



WRITE FOR THIS BOOKLET. It will give you a new appreciation of modern packaging . . . and new ideas on point of sale merchandising. Explains in detail how the Ritchie organization operates and how it can be of assistance to you. Important to every merchandising and sales executive. Write for free copy.

W. C. RITCHIE AND COMPANY

8845 BALTIMORE AVENUE, CHICAGO

New York
Cincinnati

Philadelphia
Los Angeles

Detroit
St. Louis

Minneapolis
Ft. Wayne

PLYMOUTH SUNBURN PREVENTER CONCENTRATE *for Oils, Creams and Lotions*

Introduced several years ago, this "PLYMOUTH" Specialty has enjoyed increased sales each year. It is very effective in the prevention of sunburn. Sales of Sunburn preventives quadrupled last year over the previous year and promise to continue growing. For positive protection use 20% of "PLYMOUTH CONCENTRATE" in your preparation which can be an oil, a cream or a lotion.

Tests conducted by Professor A. Taub of New York show that 0.5% to 2% of light of 2900 to 3100 a. u. is transmitted through a 0.5 m. m. layer of cream or lotion containing 20% of "PLYMOUTH CONCENTRATE," thus preventing sunburn but permitting tanning. A copy of this chart showing a comparison of this and other materials generally used is available. Write for it and for a sample. Formulae for oils, creams or lotions, containing correct percentage of Plymouth Sunburn Preventer Concentrate, as shown by test, will be gladly furnished free of charge.

M. W. PARSONS, IMPORTS
AND PLYMOUTH ORGANIC LABORATORIES, INC.
55 Ann Street New York, N. Y.

Todd's GERANIOL PURE

has the rosy character of the
last, lingering fragrance of
dried rose petals.

A. M. TODD COMPANY
KALAMAZOO MICHIGAN, U. S. A.

Business Established in 1869

ESSENTIAL OILS

we have been supplying the

careful buyer

for three score years:

Oil Bay

- " Bois de Rose Brazilian
- " Cassia Redistilled U. S. P.
- " Cananga Rectified
- " Geranium African
- " Geranium Bourbon
- " Lemon Italian
- " Orange Italian
- " Peppermint Natural
- " Peppermint Redistilled

Vanilla Beans

We carry complete stocks of the various qualities, and will be happy to submit samples and quotations at your request.

Tonka Beans

We cordially invite your inquiries.



ARTHUR A. STILWELL & CO.

INCORPORATED

• IMPORTERS • EXPORTERS • MANUFACTURERS •
601 W. 26th ST. 350 N. CLARK ST.
NEW YORK CHICAGO

"AN UNIMPAIRED RECORD SINCE 1878"



her first choice...

is bath crystals that really refresh, that soften water luxuriously, that are soothing and beneficial to the skin.

For the bath-crystal base that builds this appeal, SOLVAY SNOWFLAKE CRYSTALS shows the way. None exceeds it in uniformity, dependability and unvarying high quality. SNOWFLAKE is the perfect agent for enchanting color, alluring fragrance and crystalline radiance.

All the facts about SNOWFLAKE and what it means in larger sales are yours for the asking. Write today to Dept. B-4.

Solvay
TRADE MARK REG. U.S. PAT. OFF.

SNOWFLAKE CRYSTALS
TRADE MARK REG. U.S. PAT. OFF.

SOLVAY SALES CORPORATION
*Alkalies and Chemical Products Manufactured by
The Solvay Process Company*
40 Rector Street New York



The AMERICAN PERFUMER is the only publication devoted exclusively to the problems of merchandizing and manufacture of Cosmetics and Toilet Preparations. It carries your advertising to the men who specify and buy raw materials and packages for this important, active market.

THE AMERICAN PERFUMER

Cosmetics • Toilet Preparations

A ROBBINS PUBLICATION

9 East Thirty-Eighth Street, New York City

SPECIALTY SOAPS

SHAMPOO BASE SOAPS

Coconut Oil—60% Anhydrous
All Colors

Olive Oil—60% Anhydrous
Natural Only

Coconut Oil—50% Anhydrous
All Colors

LIQUID SHAMPOOS

Coconut Oil — 30-35-40-45%
All Colors—Perfumed

Olive Oil—Natural Only
80% Pure Olive Oil
20% Coconut Oil

Castile Soap—Natural Only
Made from U. S. P. Castile Soap

BAR SOAPS

Castile U. S. P.

Coco-Castile 50-50%

Pure Coconut

POWDERED and GRANULATED

Castile U. S. P.

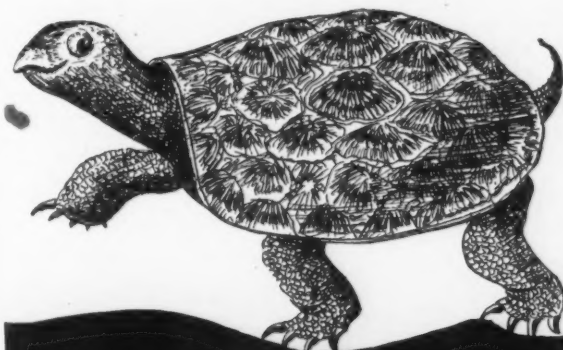
Coco-Castile 50-50%

Pure Coconut

PHONE CUMBERLAND 6-2800

KRANICH SOAP CO.
54-60 RICHARDS ST. BROOKLYN, N.Y.

300 YEARS IN THE SAME SKIN



TURTLE OIL—100% Pure Refined

THE special refining process developed by Compagnie Duval removes 50% to 75% of the objectionable odor found in ordinary Turtle Oil. In addition, proper, non-irritating perfume ingredients have been developed that will completely cover any traces of ordinary Turtle Oil odor.

Sample and prices with full data.

We further offer for spot or on contract the reliable Duval Brand

Essential Oils

Terpeneless Essential Oils

Aromatic Chemicals

Ask for quotations and technical assistance.

COMPAGNIE DUVAL

121-123 East 24th St., New York



... 106,500 square feet of SUPERFINE BEESWAX!!



Visit our plant and convince yourself that we do produce a 100% sun-bleached beeswax. Our facilities include 142 bleaching racks, each 150 x 5 feet, enabling us to produce 70,000 pounds of K. K. pure beeswax per month.

● SUN-BLEACHED AND YELLOW BEESWAX

KOSTER KEUNEN

SAYVILLE
(LONG ISLAND)
NEW YORK

IN THE MIDDLE WEST: WALTER H. JELLY & CO., Inc., 412-420 N. WESTERN AVENUE, CHICAGO, ILL.

Ambergris Synthetic Lumps

A product that has met with universal approval by practically all perfumers who have experimented with it.

Ambergris Synthetic Lumps have the unique property of preventing or overcoming the earthy odor often present in raw materials used in face powders and allied products.

Write us for information how to prefix your face powder to overcome the above objectionable feature and to improve the perfume value of your products at a slight additional cost.

Product of
P. R. DREYER INC.

Methyl Naphthyl Ketone

of absolute purity

A basic aromatic chemical found to be most useful for imparting a desirable orange blossom odor.

Write us for quotations and also for information on other Vanillin Fabrik products.

Product of
VANILLIN FABRIK

P. R. DREYER Inc.
12 EAST 12th STREET NEW YORK

Los Angeles, Calif. New Orleans, La. St. Louis, Mo. Houston, Texas
San Francisco, Calif. Chicago, Ill. Cincinnati, O. Des Moines, Ia.
Kansas City, Mo. Detroit, Mich. Baltimore, Md. Philadelphia, Pa.

Canadian Representative: FLAVORS & AROMATICS SUPPLY CO., 68 King St. East, Toronto, Ont.



Les PARFUMS de FRANCE

The only publication edited in the World Center of the Floral production. Luxuriously edited and illustrated; published with English translation.

Supplies all the news relating to:

- cultivation of plants used in perfumery; selections, new types, hybrids; crop reports . . .
- methods of obtaining natural perfumes, essential oils, their isolates, etc. . . .
- findings of our research staffs in Grasse and Paris; studies of raw materials; new methods of analysis; new ways of detecting frauds . . .
- suggestions for compounding floral or bouquet odors; working of formulae, etc. . . .

Subscription rate: 100 Francs

Les Parfums de France

51, Avenue Victor-Emmanuel III
PARIS (8^e)

QUALITY ♦ QUALITY ♦ QUALITY

ABONITA BEAUTY COSMETICS

QUALITY ♦ QUALITY ♦ QUALITY

♦ QUALITY ♦ QUALITY ♦ QUALITY

Hand-Made Velvet Finish
POWDER COMPACTS

Hand-Made Velvet Finish
ROUGE COMPACTS

***Truly Indelible**
LIP STICKS

Truly Indelible
CREME ROUGE

Eye Shadows
EYEBROW PENCILS

COSMETIQUE—(Mascara)

FACE POWDERS IN BULK

ROUGE POWDERS
Creme Rouge—Eye Shadow—in Bulk

**We have a Super-Quality Indelible Lip Stick*

**Every Product Highest Quality
Purest Ingredients Fully Guaranteed**

◆ QUALITY ◆
TY ◆ QUALITY ◆
QUALITY ◆
QUALITY ◆

TAP-IT-PAC
Loose Powder Vanities



TAP-IT-PAC DISCS

to Fit Your Own Cases—Your Brand. The Faultless Loose Powder Device

QUALITY ♦ QUALITY ♦ QUALITY

ABONITA
COMPANY, INC.

Founded 1905

**31 Years of Quality Service to the
Manufacturing Trade**

24 to 30 So. Clinton St., Chicago, Ill.

QUALITY

WE SUPPLY THESE BOOKS

American Soap Maker's Guide (Meerbott & Stanislaus) ..	\$7.50	Manual of Industrial Chemistry (Rogers)	
Basis of Light in Therapy (Dr. Herman Goodman) ..	5.00	Fifth Edition, Vols. 1 and 2	\$13.00
Chemical Formulary (Bennett), Vol. I	6.00	Manuel du Parfumeur—Vol. 1 (Cerbelaud)	Fr.150.00
Vol. II	6.00	Modern Cosmetics (Chilson)	\$6.00
Chemistry of Essential Oils and Artificial Perfumes		Modern Soaps, Candles and Glycerine (Lamborne) ..	10.00
(Parry), Vol. I	12.00	National Formulary	5.00
Vol. II	10.00	New Standard Formulary (Hiss & Ebert)	6.00
Condensed Chemical Dictionary, cloth bound	10.00	Non-Intoxicants (Nowak)	6.00
Leather bound	12.00	Paint, Powder and Patches (H. S. Redgrove)	2.00
Cosmetics and Your Skin (Dr. Herman Goodman)	1.50	Perfumes, Cosmetics and Soaps (Poucher)	
Cream of Beauty (H. S. Redgrove)	1.50	(New Edition in Preparation)	
Custom House Guide, 1936 Edition (7 volumes in 1,		Pharmaceutical Formulas, Vol. II	4.25
including Port Sections, Reciprocal Trade Agree-		Practical Flavoring Extract Maker (Kessler)	4.00
ments, Import Commodities Index, Customs Tariff		For Subscribers to "Spice Mill"	3.00
Act, Customs Regulations and General Information)	10.00	Rational Pharmaceutical Treatment of Common Skin	
Monthly Supplement—American Import & Export		Diseases (Dr. Herman Goodman)	5.00
Bulletin	5.00	Record of Alcohol (H. W. Eddy)	
Cyclopedia of Perfumery, Vols. I and II (Parry)	10.00	Cardboard covers, 100 pages	2.00
Die Atherischen Ole (Gildermeister & Hoffman)		Cloth covers, 150 ruled pages	2.50
Vols. I, II and III (each)	RM40.00	Record of Specially Denatured Alcohol (H. W. Eddy)	
Die Moderne Parfumerie (Mann-Winter)		Cloth Bound, 150 pages	2.00
In German	RM24.00	Riechstoffe und Parfumerie-technik (Winter)	
Flavouring Materials, Natural and Synthetic (Clarke) ..	\$3.00	In German	RM32.00
Formulaire de Parfumerie—Vol. 2 (Cerbelaud)	Fr.200.00	Scent and All About It (H. S. Redgrove)	\$1.00
Grundriss der Kosmetischen Chemie (Truttwin)	RM8.75	Scientific American Cyclopedia of Formulas	5.50
Hair-Dyes and Hair-Dyeing (Redgrove & Foan)	\$2.00	Soap (Simmons)	1.00
Handbuch der Gesamten Parfumerie und Kosmetik		Spices and Condiments (H. S. Redgrove)	4.50
(Winter) in German	RM84.00	Twentieth Century Book of Recipes, Formulas and	
Handbuch der Kosmetischen Chemie (Truttwin)		Processes	4.00
In German	RM36.00	U. S. Dispensatory, XXI	15.00
Hydrogenation of Organic Substances (Ellis)	\$15.00	U. S. Pharmacopoeia, X	5.00
Industrial Chemistry of Fats and Waxes (Hilditch)	6.00		
Le Livre du Parfumeur (Cola) in French	Fr.500.00		
Manual for the Essence Industry (Walter)	\$4.00		
Liquor Chapters Supplement75		

Prices quoted in foreign exchange subject to rate of exchange on day of receipt of order. Please remit with order, by N. Y. Draft, Money Order or Stamp to

ROBBINS PERFUMER CO., Inc. (Book Dept.) 9 East 38th Street, New York City

When You Need MACHINERY

—Write us if you do
not find in these pages
the type you seek.

Information Department
THE AMERICAN PERFUMER
9 East 38th Street New York

P. K. SHIPKOFF & CO.

Kazanlik • Bulgaria

Sole Agents for United States and Canada:

COMPAGNIE PARENTO, Inc.

507 Fifth Ave., New York

(Branches in principal cities)

ESTABLISHED 1840

OTTO OF ROSE

INCORPORATED 1932

Shipkoff's

Otto of Rose—Own Distillation
is always uniform and one
quality only — the BEST.

Distributing depots: New York • London • Paris • Grasse • Hamburg

LA PARFUMERIE MODERNE

*A Monthly Review Devoted To The
Perfumery And Allied Industries*

FOUNDED
— IN 1908 —

La Parfumerie Moderne publishes the most complete Technical and Practical Articles on Essential Oils and Synthetics and their uses in Perfumery, Soaps, Drugs, etc.

La Parfumerie Moderne publishes its principal articles in English and Spanish.

SEND FOR SPECIMEN TO THE PUBLISHER

LA PARFUMERIE MODERNE, 15 rue Constant, Lyon 3° (France)

UNIFORM LANOLIN



Always light in color, sweet in odor, and smooth in texture. Repeat orders of our Lanolin bring you the same fine quality that you received upon your initial requirement.

Specify NIMCO, and put uniform quality in your product.

A U.S.P. PRODUCT

Write for samples on your business letterhead.

N. I. MALMSTROM & CO.

147 LOMBARDY STREET, BROOKLYN, N. Y.

NOW YOUR BOTTLE FILLING

can be done quicker,
more uniformly, with far
less time and labor
waste—with this quite
inexpensive



Hi-Speed Portable Filling Machine



Filling bottles in trays with
speed, accuracy, less labor.

- Handles any size and shape bottle or jug, 1 oz. to gals.
- Fills every one evenly to any desired height.
- Rejects all cracked or imperfect containers; prevents spoilage and waste.
- Will fill up to 3000 ounce bottles per hour.
- Simple to operate; runs from any light socket; low in cost.

Write for catalogue

ALSOPE ENGINEERING CORP.

Mfrs. of filters, filter discs, rinsers, fillers, mixers, tanks, etc.
39 West 60th St. Columbus 5-2686 New York, N. Y.

TUBES—Made in Canada

BUY IN CANADA, FOR YOUR
CANADIAN TRADE

Plain or Lithographed Tubes, of finest
quality. Prompt delivery assured.

ALUMINUM SCREW CAPS
SHAVING STICK BOXES, ETC.
WE ALSO MOULD BAKELITE AND
DUREZ CAPS FOR JARS AND TUBES

**COLLAPSIBLE TUBES
& CONTAINERS, Ltd.**
TORONTO CANADA

Giese's Filter Papers are the Best!



Bale of Filter Paper

Heavy Linen Fibre Filter Paper for Rapid Filtration
of Large Quantities—Very Strong

PACKED AS FOLLOWS:

13 inch, 55 lb. Bales	20 inch, 110 lb. Bales
15 inch, 55 lb. Bales	24 inch, 55 lb. Bales
18 inch, 55 lb. Bales	26 inch, 55 lb. Bales
32 inch, 55 lb. Bales	

Also folded—packed in cartons

Free illustrated leaflet on request

AUGUST GIESE & SON, 121 E. 24th St., N.Y.C.



Folded Paper

Butyric Ether Northwestern

.....IS "TAILOR MADE"
FOR THE FLAVORING
TRADE. IT WILL BLEND
WITH NO TRACE OF
HARSHNESS OR "BITE."

The
NORTHWESTERN
CHEMICAL COMPANY

INCORPORATED 1882

The largest makers of butyric ether in the world.

WAUWATOSA

WISCONSIN

Synthetic
Sesquiterpene
ISOPHANE

Quality!

Our experience of over a third of a century in specializing in the manufacture of aromatics of the highest type is reflected in the quality of the following products. They have met with the acceptance of the most critical users of perfuming materials. It will pay you to examine them.

Rhodinol H. P.
Geraniol H. P.
Citronellol
Linalool Extra
Cital C. P.
Amyl Salicylate

*Samples and quotations will
be sent promptly upon request*

VAN DYK & CO.

Incorporated 1904

Pioneer American Manufacturers of

AROMATICS

Executive Offices and Works:

37 Wilkinson Ave., Jersey City, N. J.

**ALWAYS
REMEMBER**

SHERWOOD

FOR WHITE MINERAL OILS
AND PETROLATUMS . . .

★ **KREMOL**

THE IDEAL WHITE OIL FOR
COSMETICS

★ **SHEROLATUM**

THE IMPROVED PETROLATUM

★ Also, manufacturers of Tan-Jel, the
sunburn preventative; Cleansing
Cream Bases, Sun-Tan Oils, Bril-
liantines, etc.

★ Write for literature.

SHERWOOD PETROLEUM COMPANY, INC.

BUSH TERMINAL - BROOKLYN, N. Y.
Refinery—Warren, Pa. Stocks Carried In Principal Cities



Pure
Dependable
Uniform
QUALITY

STEARATE OF MAGNESIA

Light, Great Adhesiveness. Pure White. Im-
measurable Fineness. Heavy if desired. Dusts
out under the puff like the finest pollen. Made
to satisfy most exacting requirements.

STEARATE OF ZINC

Odorless, Impalpable. Pure White. Water Re-
sisting. Great Adhesiveness. Light or Heavy as
desired. Highest standard of Purity and Uni-
formity.

*We manufacture the foregoing on a large scale. Prompt
deliveries in any quantity from one barrel to a carload.*

STOCKS CARRIED: Chicago, St. Louis, San Francisco,
Los Angeles, Kansas City, Mo., Des Moines, New Orleans

Telephone SUNset 6-1337-1338

franks Chemical Products Co.

53 - 33rd Street, Brooklyn, N. Y.

In Brazil—

BRASIL PERFUMISTA

—is the only publication
devoted exclusively to the
Toilet Goods, Perfume
and Cosmetic Industry in
Brazil.

Official Organ for the
Association of Brazilian
Perfumers.

Circulates in all South
American Republics.

Send for schedule of ad-
vertising rates and sample
copy.

✕

Caixa Postal 2894

Rio De Janeiro, Brazil

WHB BEESWAX

THE maintenance of high quality in your
creams depends upon the uniformity of the
beeswax. WHB Beeswax is *uniformly* good,
which means that every pound you order is as
high in quality as the original sample. When
ordering, specify WHB Super-Bleached 100%
Pure White Beeswax.

WRITE FOR A FREE SAMPLE BOX

The W. H. BOWDLEAR Co.

SYRACUSE • NEW YORK

CHICAGO: Riviera Products Co., 215 W. Ohio St.

BROOKLYN: L. A. Barber, 43 S. Portland Ave.

DETROIT: J. L. Matthieu Sons, 239 Chalmers Ave.

PITTSBURGH: J. C. Ackerman, 1230 Gulf Bldg.



Standard for 46 Years

Talc

THE hidden secret of your success lies in the selection of a supplier who knows all grades of Talc and can offer without prejudice. We will not betray confidences, but can and will advise. The acceptance of our judgment has resulted in outstanding successful merchandising of the more consistent quality types of Cosmetics.

Whittaker, Clark & Daniels, Inc.

IMPORTERS - MANUFACTURERS - EXPORTERS

ESTABLISHED 1890

260 West Broadway

Telephone: WAlker 5-3750-1-2-3

New York City



for PERFUMES • TOILET WATERS
CREAMS • POWDERS • LIPSTICKS
ROUGES • SOAPS • DEPILATORIES

We can serve you economically. ¶ Our products are the result of the latest scientific research. ¶ They are of the finest quality obtainable.

Agfa AROMATICS DIVISION

GENERAL DRUG co.

170 Varick Street . . . New York City

1220 W. Madison St. . . . Chicago, Ill.

907 Elliott Street . . . Windsor, Ont.

THE MANUFACTURING CHEMIST

*... a leading authority on the
manufacture of:*

TOILETRIES, PHARMACEUTICALS
Cosmetics, Soaps, Drugs, Ointments

Recent Articles include:

Cream and Liquid
Face Powders,
by G. H. Allen.

Obsolescence in the
Chemical Industry,
by T. McLachlan.

The Ageing of Per-
fumes,
by J. Augustin.

The Treatment of
Foot-ache and Local
Bromidrosis,
by F. G. Hobart.

Conditioned Air in
the Drug Industry,
by J. Engels.

Skin Whitening
Preparations: Their
Composition and
Manufacture, *by*
H. Stanley Redgrove.

Common Insecticides:
Their Composition
and Uses,
by L. E. Campbell.

Avocado Oil,
by R. Bushby.

The Production of
Odorous Substances
by the Aid of Micro
Organisms,
by H. Nicol.

Subscription 10/—per annum, post free (monthly)

LEONARD HILL LIMITED, 17 Stratford Place . . . London W.1. ENGLAND

falba

Reg. U.S. Pat. Off.*



- Recommended for Sunburn Preparations.
- Prevents a bad burn.
- Filters out the Actinic Rays.
- Allows the full utilization of the valuable Ultra Violet Rays.

Pfaltz & Bauer, Inc.

EMPIRE STATE BLDG.
NEW YORK CITY

MOSQUITO CREAM

A tremendous market with almost no competition. A safe, non-irritating mosquito cream with a pleasant odor. This item will be the biggest new profit getter this summer. Attractively packaged or in bulk. ASK FOR SAMPLE.

Solo Laboratories produce almost every type of quality cosmetic.

SOLO LABORATORIES, INC.

349 W. Austin Ave.

Chicago, Illinois

Perfume and Cosmetic Buyers Conference and Exhibition

COMMODORE HOTEL, NEW YORK

SEPTEMBER 15, 16, 17, AND 18, 1936

★
Have you selected your booth to exhibit your merchandise?
★

BUYERS FROM THE FOLLOWING STATES
HAVE SIGNIFIED TO DATE THEIR INTENTION OF ATTENDING

PENNSYLVANIA
OKLAHOMA
CONNECTICUT
TEXAS

MARYLAND
KENTUCKY
MAINE
NEW JERSEY
VIRGINIA

NEW YORK
MISSISSIPPI
MICHIGAN
GEORGIA
TENNESSEE

MASSACHUSETTS
OHIO
INDIANA
RHODE ISLAND

THOMAS G. JONES
Secretary
MUrray Hill 6-0061

EXECUTIVE OFFICE
109 EAST 42nd ST.
NEW YORK, N. Y.



BEE SWAX

T. L. BRAND • PURE WHITE

Extra Quality . . . U. S. P. and 100% Pure

OVER 82 YEARS OF CONTINUOUS BUSINESS
IN THE UNITED STATES—ESTABLISHED 1852

THEODOR LEONHARD WAX CO., Inc.
HALEDON, PATERSON, N. J.

Long Distance Telephone: SHerwood 2-1444

Western Distributor: A. C. DRURY & Co., Inc., 219 E. North Water St., Chicago, Ill.
Full stocks carried by our Western Representative: ALBERT ALBEK, Inc.
515 So. Fairfax Ave., Los Angeles, Cal., and 512 Washington St., San Francisco, Cal.

REBUILT EQUIPMENT

PARTIAL LIST

- 2—Arthur Colton 24 worm type, motor driven Tube Fillers, A.C. motors.
- 2—Arthur Colton 22 Combination Tube Closing and Clipping Machines, with clipless closure devices, A.C. motors.
- 2—F. J. Stokes Rotary "D" direct motor driven Tablet Machines, up to 1" diameter.
- 1—F. J. Stokes Rotary "DD" double feed, belt driven Tablet Machine.
- 1—Colton 24½ single punch, belt driven Tablet Machine, for tablets up to 1½" diameter.
- 5—Colton, Stokes and Mulford single punch Tablet Machines, hand operated and belt driven, up to 1¼" dia.
- 2—Ayars Tablet Counting & Filling Machines.
- 1—Colton 23 Tablet Stacker & Boxer.
- 1—Package Machinery Co. Tablet Filler.
- 1—Package Machinery Co. Sample Wrapper.
- Dry Powder Sifters & Mixers, lab. size to 4000 lb. capacity.
- 5—Powder Fillers; Day, Stokes and American, single and double unit type.
- 5—Day Pony Mixers, 8, 15 and 40 gals.
- 3—Day Clipper Emulsifiers, 12, 24 and 50 gals.
- 8—Siphon, Gravity and Vacuum Bottle Fillers, 2, 4, 5, 6 and 22-apout.
- 1—Alsop Hy-Speed 50 gal. Filter with pump and motor.
- 5—Ermold, World and National semi-automatic Labelers.
- 2—McDonald "Weeks type" Automatic Labelers.
- 1—3"x10" 3-roll Laboratory Roller Mill.

MISCELLANEOUS—Kettles, Drug Mills, Ointment Mills, Pulverizers, Grinders, Sifters, Screens, Colloid Mills, Filters, Filter Presses, Mixers, Coating Pans, Tanks, Agitators, Stills, Pumps, etc. Send for complete bulletin.

WHAT HAVE YOU FOR SALE?

SEND US A LIST.

Consolidated Products Company, Inc.

14-15 Park Row



New York, N. Y.

Warehouse and Shops: 335 Doremus Avenue, Newark, N. J.

CLASSIFIED ADVERTISEMENTS

The rates for advertisements in this section are as follows:
Business Opportunities, \$1.00 per line per insertion; Situations Wanted and Help Wanted, 50c per line per insertion.
Please send check with copy. Address all communications to
THE AMERICAN PERFUMER, 9 East 38th St., New York

SITUATIONS WANTED

A SALES organization contacting the toilet goods trade, in department stores, chain stores and large buying offices with a staff of representatives throughout the U.S.A., desires a good marketable line from a reputable concern.

Our organization consists of experienced men in the toilet goods field of which the head of same contacts the New York and Metropolitan territory personally.

We maintain a Fifth Ave. showroom in New York City with a warehouse in New Jersey which can be used by the firm we associate ourselves with, without any cost to them. Write, giving full particulars. Address S. W. No. 2218, The American Perfumer.

PHARMACEUTICAL CHEMIST, age 37. Nine years' diversified laboratory experience. Control, research and manufacturing. Five years retail drug stores, Ph.G., Ph.C. and B.S. in Pharmacy from Midwest University. Chicago vicinity preferable but would consider any midwest location. Excellent references. Address S. W. No. 2217, The American Perfumer.

HELP WANTED

SALESMAN for a prominent line of Shampoo, Base and Shaving Cream in bulk. Address H. W. No. 2166, The American Perfumer.

Want a JOB?

A few lines in our classified columns have helped to land many a job. And if you're on the hiring end, you should consider the same medium.

CLASSIFIED ADVERTISING DEPT. • The AMERICAN PERFUMER
9 E. 38 • NEW YORK • A ROBBINS PUBLICATION

An Excellent Book on Flavors

"FLAVOURING Materials, Natural and Synthetic," by A. Clarke, F.C.S., contains much practical data which the author has gathered from years of experience in a chemical and technical capacity with the foodstuff and beverage trades.

This is the most comprehensive book on the subject yet published. Twelve chapters, eleven illustrations, 166 pages, bound in cloth.

Price \$3.00

ROBBINS PERFUMER COMPANY, INC.
9 East 38th St. New York

PERFUMES in BULK

Ready for use

HONEYSUCKLE

An Old Favorite Comes To Life

SUGGESTING—

Honeysuckle B

"A True Version"

A complete line of Florals and fancy Bouquets available. When writing for samples please state price requirements.

BELMAY INC.

*"Blenders of Perfumes to
the Trade for Many Years"*

243 W. 17th St.
NEW YORK CITY

WANTED—

Sales Agents for Extra Accounts

SALES representatives for raw materials, equipment and supply houses, who are in a position to add one or more *non-competing* lines which they may sell to the same trade, are invited to write us in confidence with a view to establishing satisfactory connections.

If you already represent one or more manufacturers selling to manufacturers of toilet preparations, please state lines you would like to add. Commission basis.

Address in confidence

The AMERICAN PERFUMER

9 East 38th Street

New York City



SHAMPOO BASES

in cans — tubs — kegs — bbls.

COCOANUT OIL BASE

OLIVE OIL BASE

BLENDED OIL BASE

ALL COLORS

LIQUID SHAMPOOS

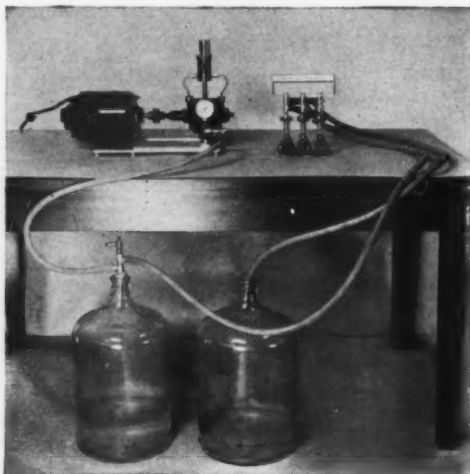
All types for the repacking trade

Specializing in QUALITY SHAMPOOS for 18 years

CLIFTON CHEMICAL CO., Inc.

246 FRONT ST., NEW YORK CITY

ERTEL PORTABLE VACUUM BOTTLE FILLER



HERE'S an item designed to save money for manufacturers of perfumes and other toiletries... and what a money saver... what a time saver it is. *Speedy*... with a capital "S"!

Accurate! Convenient!

Dependable! Can be moved anywhere about the plant where there's an electric outlet. Fills any type bottle.

ERTEL ENGINEERING CORPORATION

Dept. F, 120 E. 16th St., New York, N. Y.

manufacturing worry is not necessary....!

ELIMINATE your production problem the Carlova way.

Supply us with your containers and labels, and we will fill and ship them on a cost-plus basis, affording you surprisingly low delivered cost.

We furnish you with fine tested products or we can make your own private formula if you prefer. The facilities of our plants at Memphis, Tenn., St. Louis, Mo., and Binghamton, N. Y., assure low freight costs.

Our large-scale purchases and production methods enable us to offer unusually attractive prices.

Perfumes
Toilet Waters

Brilliantine
Nail Polish

Hair Tonic
Talcum

All Types
of Creams

All Types
of Lotions

All Types
of Powders

CARLOVA

INC.

BINGHAMTON • NEW YORK

For the Best Books

on the Perfume and Allied Industries

Consult

BOOK DEPT.

ROBBINS PERFUMER CO., Inc.

9 East 38th Street

New York



FOR GREATER SALES!



freshen up your package with

HORN LABELS

DIE STAMPING FOR BOXMAKERS

JOHN HORN, Labels 837-839 TENTH AVE.
NEW YORK CITY, N. Y.

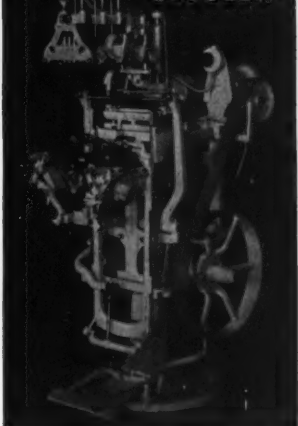
(Sample booklet of labels sent to RESPONSIBLE MANUFACTURERS)

Name

Address

City

MODEL S-IMPROVED WORLD LABELER



The most flexible labeling machine. Easily equipped for labeling any size bottle or jar. Many exclusive mechanical features, developed by manufacturing experience of more than thirty-five years.

Economic Machinery Company
WORCESTER, MASS.

Makers of complete line of automatic and semi-automatic labelers.



COLLAPSIBLE TUBES
CORK TOPS
SPRINKLER TOPS
DOSE CAPS
SHEET METAL GOODS

ESTABLISHED 1858

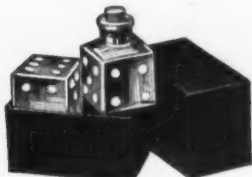
**CONSOLIDATED
FRUIT JAR CO.**
NEW BRUNSWICK, N. J.

GLASS PRODUCTS presents:



No. 1347

In 1-2-4 and 8 dram sizes with black Bakelite caps.



No. 106

DICE BOTTLES in 3CC cap with or without corks and box.



No. 105

DOLL BOTTLE with or without box and cork



No. 107

BRIDGE FAVOR with or without box and cork



No. 223

In 1-2 and 4 dram sizes with ivory Bakelite caps.



No. 23

In 1-2 and 4 dram sizes with black or ivory caps.

GLASS PRODUCTS CO., GLASSWARE
VINELAND, NEW JERSEY

NEW YORK:
L. A. Barber
43 S. Portland Ave.,
Brooklyn, N. Y.

ATLANTA, GA:
Warren M. Curry,
2895 Peachtree St.

CHICAGO, ILL:
E. Marx & Co.,
308 W. Washington St.

CEFCOBacked by a
Quarter of a Century
of ExperienceBacked by a
Quarter of a Century
of Experience**CEFCO**

FLORALTONE

For Florals

ALDETON

For Modernistic Types

All \$15.00 per pound
\$1.10 Trial Ounces
Samples on request.**DIANTHATONE**

For "Carnation" or Developing a Spice Note

and NOW /

another Toner and Fixative •

AMBERTONEA Sweetener of the Amber, Opoponax, Balsam,
character for developing a sweet, warm, rich
note in Orientals, Bouquets and certain
Florals — *indispensable.***CHARLES FISCHBECK CO., Inc.**

119 WEST 19th STREET

NEW YORK

Essential Oils • Flower Oils • Aromatic Chemicals • Perfume Specialties

THE COLTON CLOSURE WILL PAY YOU

No more clips to buy

No clip stock to carry

No clip wastage

No clip corrosion

No stops to replenish clip rolls

No maintenance expense on
automatic clipping heads

Continuous production

Reduced overhead

Better appearance

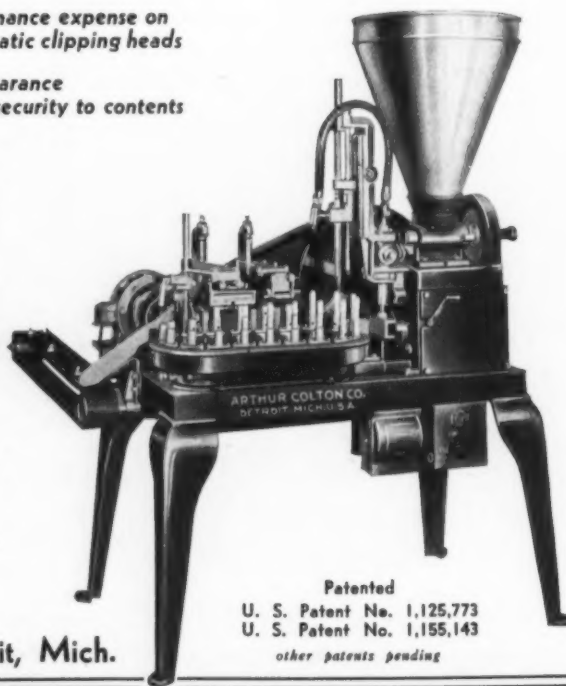
Added security to contents

THE Colton Closure is a new method of sealing a collapsible tube, eliminating the clip entirely and giving a more decorative appearance with greater security to the contents.

It is completely formed on the new Colton Automatic Tube Fillers by making the two usual double folds, making a third fold in the reverse direction, and then securing and giving more rigidity to the folds by corrugating the folded end.

The Colton Closure is an investment which pays you dividends immediately, through savings in time, labor, and material.

Write for a sample tube and full information on our new machines.



Patented

U. S. Patent No. 1,125,773

U. S. Patent No. 1,155,143

other patents pending

ARTHUR COLTON CO., Detroit, Mich.

INDEX TO ADVERTISERS

Abonita Co., Inc.....	115	Felton Chem. Co., Inc.....	19	Parento, Inc., Compagnie	Insert 27 and 28
Allen & Sons, Ltd., Stafford.....	—	Firmenich & Co., Inc...Inside Front Cover		Parfumeries de Seillans.....	Insert 16
Alsop Engineering Corp.....	118	First Machinery Corp.....	—	Parsons, M. W.	110
Aluminum Co. of America.....	—	Fischbeck Co., Inc., Chas.....	128	Perfume & Cosmetic Buyers Confer-	123
American Can Co....Front Cover and	9	Florasynth Laboratories, Inc.....	11	ence	
American Perfumers' Laboratories,		Frank, J.	—	Pfaltz & Bauer, Inc.	123
Inc.	26	Franks Chemical Products Co.....	120	Pilar Frères	—
Ansbacher-Siegle Corp.....	—	French, Inc., Benj.	—		
Aromatic Products, Inc.....	24	Fritzsche Bros., Inc.		Revson Co., R. F.....	—
Atlantic Refining Co. (See A. C. Drury		Insert 13, 14, 15, 16 and 32	32	Ritchie & Co., W. C.....	109
& Co.)	Insert 34			Robertet & Cie, P.....	—
		General Drug Co.....	121	Roure-Bertrand Fils, Inc.....	—
Bakelite Corp.	3	Giese & Son, August.....	118	Rowell Co., Inc., E. N.....	29
Baker & Bro., H. J. (See A. C. Drury		Givaudan-Delawanna Inc..Insert 21 and	22		
& Co.)	Insert 34	Glass Products Co.	127	Sanderson & Sons, W.....	—
Batzouroff & Co.	2	Goldschmidt Corp., Th.....	106	Schimmel & Co., Inc.....	37
Belmay, Inc.	125			Schmoller & Bompard, S. A.....	—
Bowdlear Co., The W. H.....	120	Harkness & Cowing Co.....	Insert 34	Scovill Manufacturing Co.....	44
Brasil Perfumista	120	Hazel-Atlas Glass Co.	Insert 40	Sherwood Petroleum Co.	120
Brass Goods Mfg. Co.....	12	Heine & Co.	8	Shipkoff & Co., P. K.....	117
Bridgeport Metal Goods Mfg. Co., The	20	Helfrich Laboratories	41	Sierra Talc Co. (See A. C. Drury &	
Bromund Co., E. A.....	106	Helfrich Laboratories of N. Y., Inc...	41	Co.)	Insert 34
Burns, Warren E., Inc.....	38	Horn, John	127	Silver Import Co., George	—
Bush & Co., Inc., W. J.....	1			Société de Chimique Usines Rhône-	
		Interstate Color Co.	—	Poulenc	—
California Fruit Growers Exchange...	32	Jelly & Co., Inc., Walter H.....	114	Solo Laboratories, Inc.	123
Camilli, Albert & Laloue.....	—			Solvay Sales Corp.	111
Carlova, Inc.	126	Kep-Ark, Inc.	—	Sparkler Mfg. Co.....	—
Carr-Lowrey Glass Co.....	4	Kimble Glass Co.	25	Stanco Distributors, Inc.....	—
Chuit, Naef & Co....Inside Front Cover		Klinker Mfg. Co.	109	Stilwell & Co., Arthur A.....	111
Classified Advertisements	124	Koster Keunen	114	Stokes Machine Co., F. J.....	130
Clifton Chemical Co., Inc.....	126	Kranich Soap Co.	113	Stokes & Smith Co.	35
Colgate-Palmolive-Peet Co. (See A. C.				Swindell Bros., Inc.	—
Drury & Co.).....	Insert 34	La Parfumerie Moderne	117	Synfleur Scientific Laboratories, Inc...	5
Collapsible Tubes & Containers, Ltd.	118	Leeben Chemical Co., Inc.....	—		
Colton Co., Arthur	128	Leonhard Wax Co., Inc., Theodor....	124	Thorn Tite Tops, Inc.....	—
Commercial Solvents Corp.....	—	(Also see A. C. Drury & Co.)	Insert 34	Thurston & Braidich (See A. C. Drury	
Consolidated Fruit Jar Co.....	127	Les Parfums de France	115	& Co.)	Insert 34
Consolidated Products Co., Inc.....	124	Lockwood Brackett Co. (See A. C.		Todd Co., A. M.....	110
Continental Can Co.	Insert 39	Drury & Co.).....	Insert 34	Tombarel Frères	—
		Loeb Equipment Supply Co.....	—	Turner White Metal Co., Inc.....	105
De Laire, Fabriques	42	Lueders & Co., George	2		
Descollonges Frères	—			Ungerer & Co.....	Inside Back Cover
Dodge & Olcott Co.....	32, 42 and 43	Malmstrom & Co., N. I.....	118	U. S. Industrial Alcohol Company	
Dresden Cosmetic Co., Inc.....	—	Manufacturing Chemist	122	Insert 107 and 108	
Dreyer Inc., P. R.....	114	Maryland Glass Corp.	—	U. S. Industrial Chemical Co., Inc.	
Drury & Co., A. C.....	Insert 33 and 34	Mathieu, Inc., Chas.....	—	Insert 107 and 108	
Du Pont de Nemours and Company,		Merck & Co., Inc.....	10		
Inc., E. I.....	—	Mero, J., and Boyveau.....	42	Van Ameringen-Haebler, Inc.....	6 and 7
Dupont, Justin	—			Van Dyk & Co., Inc.....	119
Duval, Compagnie	113	Norda Essential Oil & Chemical Co.,		Vanillin Fabrik	114
		Inc.	23	Verley, Inc., Albert.....	31
Economic Machinery Co.	127	Northwestern Chemical Co., The....	119		
Empire Distilling Corp.	36			White Metal Mfg. Co.....	17
Ertel Engineering Corp.	126	Owens-Illinois Glass Co., The.....	30	Whittaker, Clark & Daniels, Inc.....	121
		Oxzy Company	18	Wirz, Inc., A. H.....	Outside Back Cover

Why Tolerate these "Leaker" Losses?



Eliminate them ALL with the **WESTITE** HERMETIC CLOSURE for Collapsible Tubes

Are you one of the many manufacturers who are taking your collapsible tube "leaker" losses for granted, considering them as "necessary evils"?

One manufacturer told us of having had over a half-million tubes returned in one year because of seepage and corrosion; another, that more than half the tubes in his export shipments were returned or sacrificed as "seconds" from the same causes. You may not be so hard-hit but whatever your visible—or hidden losses from lost customers—you need no longer tolerate them.

Users of the new Westite Hermetic Closure close their tubes with a leakproof seal which is even stronger than the tube walls.

Besides eliminating "leaker" difficulties, this new closure has three other major advantages:

- Less tube metal required*
- All clip expense eliminated*
- Simpler sealing mechanism required*

Also oily products or product ingredients that seep through current type closures almost immediately as well as food products that deteriorate from contact with air can be packaged in tubes sealed with the Westite Closure without danger of either leakage or spoilage.

Send us some of your own tubes and material for a demonstration of this closure. You may be able to secure all the advantages of this new closure *with your present equipment*. Let us tell you how.

FJS STOKES MACHINE COMPANY

Packaging Equipment Since 1895

5912 TABOR ROAD OLNEY P. O. PHILADELPHIA, PA.

New York Office: 103 PARK AVE.

Los Angeles Office: 1231 E. 7th ST. Cincinnati Office: 230 WILMUTH AVE.



Write
for
folder



GARDENIA



Vidal-Charvet

The elusive, subtle sweetness and aroma of the Gardenia flower has been recreated in this newer Vidal-Charvet specialty. It specifically meets your demand for a moderate priced Gardenia character for powders and talcs.

GARDENIA V-C is noteworthy for its covering power and lift features. The nature-fresh, smooth and fragrant note, on application to the skin, presents a lure unique at the moderate price offered.

UNGERER Laboratory experiments signify that the use of approximately 8 ounces of GARDENIA V-C to 100 pounds of powder is recommended, this proportion to be increased up to 1 pound to 100 pounds where desired.

May we send you a testing sample?

\$12.00 per pound

UNGERER & COMPANY

13-15 West 20th Street, NEW YORK

WINNING--A HABIT WITH WIRZ



This year it's the Silver Award to the distinctive new REL Tube. Last year it was First and Second Awards to the new Luxor Embossed Tube and the Palmolive Shave Cream Tube respectively!

We congratulate the Maryland Pharmaceutical Company upon the decision of the Judges of the 1935 All-America Packaging Contest. It is a matter of pride with us that this Company asked us to adapt their ideas for their new product to collapsible tube design and that we were able to produce for them not only the compelling full size REL tube, but also the miniature tube which was used so successfully in their introductory campaign. Both, we feel, have to an unusual degree the requisites of a good package . . . protection, convenience and eye-appeal.

May we work with you on your packaging problem?

1836

Collapsible Metal Tubes
Metal Sprinkler Tops

A.H. WIRZ, INC.
CHESTER, PA.

1936

Applicator Pipes and
Household Can Spouts

HAVANA, CUBA
Roberto Ortiz Planas

CHICAGO, ILL.

NEW YORK, N. Y.

LOS ANGELES, CAL.

MEMPHIS, TENN.
Würzburg Brothers

